



Rawabi: Right Here,
Right Now



The Women of Rawabi



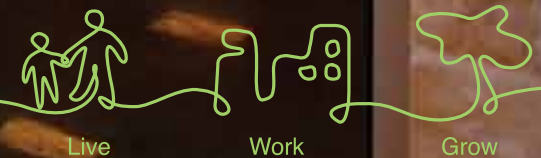
Fayyad: Rawabi
Creates a New Reality
on the Ground

Live, Work, and Grow in the first Palestinian planned city

Rawabi's spring comes with the taste of success

Welcome to another spring at Rawabi, where buildings are coming up out of the ground with the speed and beauty of Palestinian flowers. While the flowers that dot the Rawabi hillside are the perfect handiwork of God, we are proud of what we have made here at Rawabi, and we seek to find the balance between divine creation and that of man that is pleasing to behold and represents man's working to his full potential.

The team spirit that binds the vast number of employees, managers and workers at Rawabi is seconded only by the pride we feel in what we are working to achieve for our fellow countrymen. We invite you to enjoy the latest issue of our Rawabi Home newsletter and look forward to seeing you out at Rawabi within the next weeks.



Rawabi is being developed by Bayti Real Estate Investment Company, jointly owned by Ramallah-based Massar International and Qatari government-owned Qatari Diar – 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.

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Panoramic view
www.rawabi.ps/panorama.php

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Palestinian PM Dr. Salam Fayyad: Rawabi Creates a New Reality on the Ground

His Excellency Prime Minister Dr. Salam Fayyad recently toured the City of Rawabi to monitor its progress and to see first-hand the visible results of a project he championed from its first days. Fayyad noted in his remarks to an international delegation of businesspeople that the economic impact of the new city is hard to overstate. “Palestinians have proven themselves for decades that they are capable of constructing such a vast new undertaking, working as we have in similar developments throughout the world. Now, we are bringing that talent and industriousness home to the work of building our own nation. It is long overdue, but it is here, and it is happening. And we are proud.”

Fayyad also noted the importance of the new city as an impediment to the inexorable creep of Israeli settlement expansion. “Rawabi is stopping the expansion of Israeli settlements by creating a new, immovable reality on the

ground. It is succeeding where political efforts in the same realm have failed. The Israeli government has not been able to stop the building of Rawabi, in spite of the many obstacles and hindrances to construction that were put in the path of the Palestinian developer. This is a fact.”

Fayyad added, “But put political considerations aside and consider what we are achieving in the construction of a truly modern infrastructure here in this city. As an economist, I admire the thinking and planning that has gone into this great Palestinian endeavor. The underground network of water, power, fiber optic and sewage lines rival those of developed nations. Municipal functions and schools are already planned for, not just for the first wave of residents but for the next phase of construction as well. This is a modern city built by Palestinians for Palestinians, for today and for tomorrow. And that’s how Palestine is going to thrive in a global economy.”



During his visit, Fayyad also met one-on-one with local contractors and architectural teams, most of whom are the graduates of Palestinian universities. He congratulated them on their achievements and encouraged them to remain committed and passionate in their careers.

Bashar Masri, Managing Director of Bayti Real Estate Investment Company, was also on hand to express gratitude to the Prime Minister for his visit and to accept his praise for the new city on behalf of the 3,000 workers employed there. Masri also thanked Fayyad for the support he showed for the project from its first days, noting that the public-private partnership that launched Rawabi was an integral component in the city’s success.

The Women of Rawabi

Since the idea of Rawabi was first conceived, Palestinian women have played a major role in every aspect of its development. Rawabi's management has consistently engaged in "gender-blind" employment practices, giving our talented women identical opportunities to achieve and excel. The fields and disciplines of architecture, engineering and management have been historically dominated by men, not just at Rawabi but throughout the world. And as those old patterns have shifted to showcase the superb skills of women entering these fields, Rawabi has afforded scores of Palestinian women the chance to realize not only their ambitions but to fulfill their potential as well. In May, we salute the achievements of Palestinian women and women everywhere.



Vital Voices Recognizes Palestinian Businesswoman Manal Zraiq with 2013 Economic Empowerment Award

Vital Voices is a US- based NGO founded by former First Lady Hilary Rodham Clinton in 1997. Their mission is to identify, invest in and bring visibility to extraordinary women around the world by unleashing their leadership potential to transform lives and accelerate peace and prosperity in their own countries.

In April, Massar International's Manal Yaish Zraiq was honored in the Kennedy Center in Washington, DC with Vital Voices 2013 Economic Empowerment Award. Mrs. Zraiq was chosen to receive this highly prestigious international award for her achievements as a co-founder of the Palestinian Business Women Forum and for her contributions as a partner in Massar International, one of Palestine's largest

business groups and the developers of Rawabi, the first Palestinian planned city.

Massar International has long known that Mrs. Zraiq is an extraordinary woman. As one of the first employees of Massar Associates, she worked diligently to advance herself and the interests of the company, which under her leadership grew and expanded to become one of Palestine's most important corporate groups.

A working wife and mother of three children, Mrs. Zraiq embodies the model of work-life balance. Recognizing the challenges faced by the women of Palestine both at home and in the work place, she co-founded in 2006 the Palestine Business Woman Forum, a women's empowerment group dedicated to advancing

women in the Palestinian work force, inspiring and guiding young female entrepreneurs on their paths to success.

On stage at the Kennedy Center in front of an international audience of thousands, Mrs. Zraiq accepted Vital Voices 2013 Economic Empowerment Award on behalf of all Palestinian women.

From the podium, she said, "Allow me to dedicate this award to Palestine, and to every single woman who fights in her own way for peace. This award is not for what I have done, but is a challenge for me to do more for my country. And while we may face things that frustrate us, or frighten us, we must continue. We must keep hope on. There is always hope,

and there is always something each one of us can do for a better future."

In May, Mrs. Zraiq hosted an event at Rawabi attended by more than 300 Palestinian women who came to share with her the joy of her achievement and to thank her for the contributions she has made to the advancement of her fellow countrywomen.

All of us in the Massar International group congratulate Manal on her amazing achievement, and share with her in the pride she has brought to the city of Rawabi, the Business Woman Forum but most importantly, the women of Palestine.

Read more about Vital Voices work in the world at www.vitalvoices.org

Watch Manal Yaish Zraiq live at the Kennedy Center in Washington, DC: <http://www.youtube.com/watch?v=TurB1f4Na0>



In the Spotlight: Rawabi Architect Shefa' Salah



Shefa' Salah, one of the female architects engaged in the creation of Rawabi, distinguished herself early on as an outstanding student in her years studying architecture at Birzeit University. A year after graduation, Ms. Salah was selected to design the Samir Awad Memorial Garden at Birzeit, also known as "Al Sharafeh". Her plan for the garden was unique in its integration of the difficult topography of the site, situated on a steep rocky slope. In spite of the challenges, she created a welcoming green space that utilized natural terraces and vegetation.

Ms. Salah acknowledges that the design was the result of working with the topographical challenges rather than against them. "Architecture is the practice of constructing buildings and structures, but it's also an opportunity to incorporate and emphasize the environment and surroundings and to make it a part of the manmade world. Just as I brought natural elements into the design of my student garden at Birzeit, so we are doing the same things on a much larger scale in the new city of Rawabi."

Ms. Salah is one of many accomplished female architects and engineers making significant contributions at Rawabi.

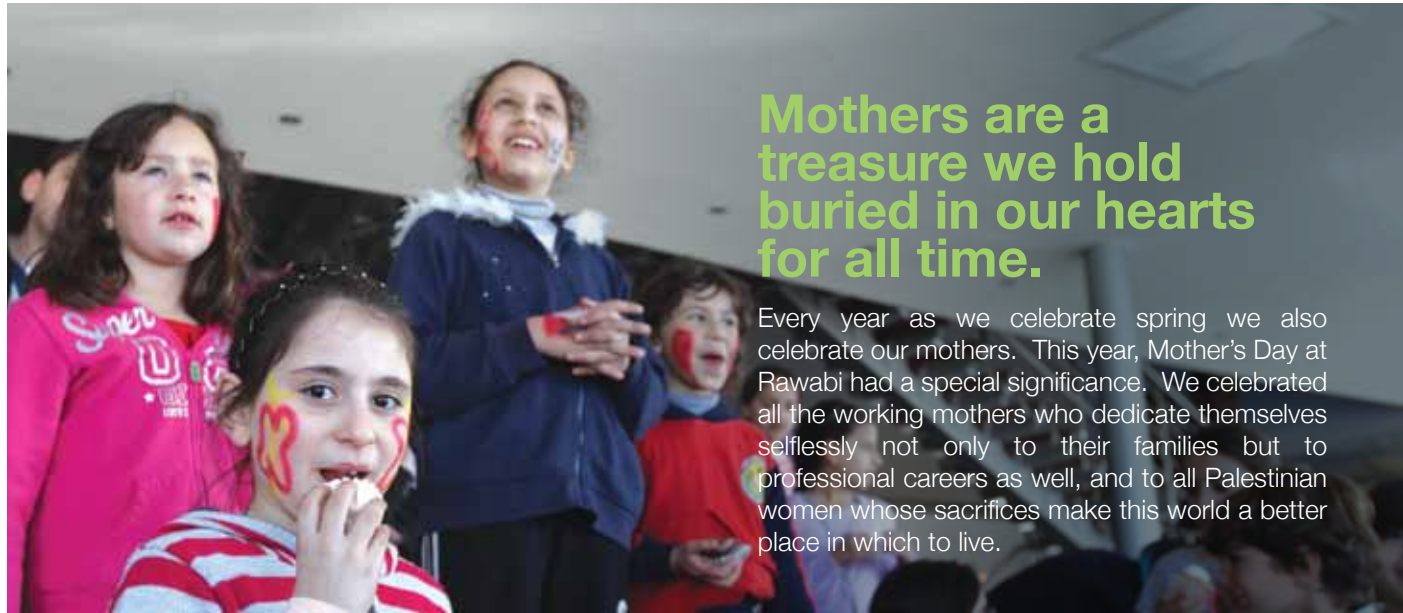


Dr. Sherin An-Nather: from Rawabi to France

"The support I received from Bayti Real Estate Investment Company is the basis for my professional success and allowed me to fulfill my all ambitions as a Palestinian woman working in the field of architecture."

These are the exact words of Palestinian architect Dr. Sherin An-Nather, spoken as she was awarded a Ph.D in Architecture by the University of Rennes in France. Dr. An-Nather was highly instrumental in the masterplanning of the city of Rawabi, helping to guide the work of US-based AECOM to integrate Palestine's challenging topography into a modern, environmentally-friendly city for future generations.

Her thesis compared Rawabi to other Palestinian cities from the perspective of zoning and the incorporation of natural landscape into urban design. Dr. An-Nather received highest honors for her work at the French university, where she also obtained 2 master's degrees in environment and law. Dr. An-Nather is an inspiration not only to Palestinian women, but to women all over the Arab world.



Mothers are a treasure we hold buried in our hearts for all time.

Every year as we celebrate spring we also celebrate our mothers. This year, Mother's Day at Rawabi had a special significance. We celebrated all the working mothers who dedicate themselves selflessly not only to their families but to professional careers as well, and to all Palestinian women whose sacrifices make this world a better place in which to live.



Global Business Leaders Explore Palestine In-Depth Rawabi Highlights Week-Long Visit

In May, a 100-person international delegation from the Young Presidents Organization came to Palestine. For most, it was their very first trip to the Holy Land. They hailed from every corner of the world and practices many faiths; many were Muslim, some were Christian and still others were Jewish, or Hindu, or Buddhist. But what brought them together and brought them to Palestine was the hard work and dedication of YPO's Palestine chapter.

YPO is an international business organization of 20,000 chief executives. Together they employ more than 15 million people, and their companies are valued at more than \$6 trillion USD. This doesn't mean all YPO members are rich - it simply means that they hold leadership positions in most of the world's major companies, or as entrepreneurs, having started a global business network and to learn more about the world in which we live and do business through the friendship and hospitality of fellow YPO members.

YPO places a strong emphasis on member education - whether at periodic meetings held throughout the world, or during visits to host countries such as Palestine. The local chapter members (which comprise a large percentage of the heads of Palestine's

business community) create the educational and social framework of the trip, which can take more than a year to plan. While the costs are borne by the guests, all the logistical details including accommodations, transportation and guidance are the responsibility of the local chapter members.

Imagine if all of Palestine were your home, and you were inviting 100 of your closest friends to spend a week with you touring and learning about everything your country has to offer. That's exactly what the Palestine chapter did for the 100 guests who visited for 5 days and traveled through every corner of Palestine. From Bethlehem to Nablus to Hebron to Al Aqsa, chapter members helped their counterparts understand the deep and complex history of Palestine. The experience was called "Live Palestine".

One of the many stops on the Live Palestine tour was a visit to Rawabi. All 100 of the guests toured the construction site, watched the movie, learned about the masterplan and the positive impact the new city is having on Palestinian employment and the national economy. Prime Minister Dr. Salam Fayyad, honored guest and keynote speaker, held the visitors spellbound with his political and economic analysis and insights, and

he patiently took questions from a lively audience for more than an hour. Every guest stood to applaud him and even during the zarb lunch cooked by Rawabi staff to fete the Prime Minister and the YPO delegation, the conversation was active and wide-ranging.

Several YPO members from the Arab world were moved to tears of pride at the sight of the new city being built before their eyes, and by the hope-inspiring words of the Prime Minister. Others from the West were astonished at the incredible scope of life they had witnessed in Palestine, from Balata refugee camp in Nablus, to hardworking entrepreneurs and business people in companies in all sectors, to the new city of Rawabi springing up from the earth. It was a fascinating, eye-opening trip for the delegation, and great warmth and appreciation was expressed to the local chapter for the incredible experience of Palestine they had all been given.

Live Palestine will be hosted again next year with another new group of YPO members. The local chapter believes that the more people of influence who can come to know the true story of Palestine, the brighter our future will become. Thanks to the members of the local Palestine YPO chapter for acting as ambassadors of Palestine to the world.



Rawabi: Right Here, Right Now

As the story of Rawabi has come to life, hundreds of Palestinian families have followed its daily progress and monitored its growth. The first 2 neighborhoods under construction are coming ever closer to the date they will be ready to receive their first homeowners, and hundreds of prospective residents have been driving out to the Showroom each week, eager to place a down payment on the home of their dreams. Buying a new home at Rawabi is one of the easiest transactions you'll ever make, thanks to the careful forethought and planning that has gone into the sales experience. Rawabi's sales team is equipped with iPads outfitted with a

custom-designed app that allows the buyer to explore different layouts and configurations right on the screen.

Homes at Rawabi are available in a wide range of sizes and designs to suit the needs of many different customers. Single professionals or a newlywed couples just starting out in life may prefer our well-designed, compact efficiency apartments at 92 square meters and families or those who need a bit more space will find homes up to 227 square meters with 2, 3 and 4 bedrooms. A limited number of larger flats (up to 340 square meters) are also available in specific buildings.

One of the most exciting aspects of Rawabi's home design is the effortless selection of finishes, tiles and appliances. Interior design specialists worked with top-quality manufacturers to create beautiful combinations of tiles, hardware and finishes. The homebuyer simply selects from among the multiple suggested options, or creates a combination to suit the family's unique taste. Either way, the hassle of finishing a new home has been entirely eliminated. You can complete your new home and have it delivered to you "walk-in" ready with one trip to the Rawabi Showroom.

The excitement and energy being generated by the volume of prospective buyers flowing through the busy Showroom is extremely gratifying to the

Rawabi team. Bashar Masri, Managing Director of Bayti Real Estate Investment Company and the developer of Rawabi said, "The level of demand for Rawabi homes underscores that people trust us to deliver on the promises we have made. Few people doubt at this stage that Rawabi is everything we said it would be, now that you can see for yourself the quality and workmanship of the buildings and the apartments within them. Why should owning a beautiful home in a properly zoned city be found only outside of Palestine? Well, it's right here, right now – and we invite you to come and be a part of this new Palestinian community."

"I came back from the UAE and I was planning to build a house but when I saw all the planning and the life style that Rawabi promises I bought my house here".

Abdullah Hamed, Silwad"

Nihad & Hana' Kamal, Nablus

Maintaining Sustainability

Rawabi is a city of many firsts for Palestine. As the first city to be built according to a masterplan, it strives for both sustainability and quality of life with its logical zoning practices and clustering of basic municipal functions for optimal efficiency. These simple concepts are in wide use throughout the world, and for the first time in Palestine, we have an opportunity to apply these best practices to our own development.

It's very common for residents of neighborhoods, towns and cities to form Homeowner Associations (HOAs). HOAs exist to ensure that each family has an equal say in the matters that affect their daily lives. It's a small scale model of representative democracy at work. Homeowners from each hai (neighborhood) in Rawabi will elect representatives to serve a designated term as an HOA officer. Officers' conduct the business of the hai, such as selecting service providers, creating codes of conduct for community living, organizing social functions, liaising with the Rawabi Municipality and a host of other responsibilities. Every homeowner is entitled to run for election to the Board, and rotating terms ensure the full participation of residents.

The HOA also gives each resident a voice and a proper channel to arbitrate minor grievances that arise between neighbors. The HOA can be called upon to amicably settle disputes that sometimes pop up in the course of daily life...a misunderstanding over a parking space, perhaps, or picking up after children or your pets in common areas. The HOA concept is a new one for Palestine but one which is long overdue. It is ever more critical that we create generally agreed upon standards for communal living and enforce the observance of social courtesy as well as the law. Working together through the HOAs, Rawabi residents will form a model of lifestyle cooperation that can be replicated in existing neighborhoods throughout Palestine.



Fully Equipped

APARTMENTS

A new home at Rawabi comes fully equipped with the latest in modern conveniences and technology advances to save homeowners time and money. Typically, homeowners in Palestine have to pay extra to have this equipment installed, but at Rawabi, they are standard features of every living space. Residents have peace of mind knowing that the power of technology is at work to regulate consumption of our natural resources from gas to electricity to water.



45 BATHROOM DESIGNS

As with the Rawabi home kitchen, Spanish and Italian bathroom tiles and durable, beautiful fixtures including all sanitary ware are available in a wide range of choices and come pre-installed.

SERVICE BALCONIES

The boilers, condensers, meters and piping are all contained on a single exterior concealed service balcony to eliminate the need for using any of the living space in your home for this equipment.

MOTION SENSORS AND BACK UP LIGHTING

Lighting in critical use areas such a parking garages and stairwells are all motion sensor equipped, and all systems in critical areas have been built in redundancy to ensure that critical common use areas will never be unlit when a person



KITCHEN

Upper and lower levels of cabinetry come standard on every Rawabi apartment. Choice of wood finish, high quality Spanish and Italian made tile, hardware and appliances are available to suit every taste and come pre-installed. The finishing materials are all crack and wear-resistant to ensure long-lasting beauty in your new home. Sinks are made from a processed granite and are among the best available in the market today.

COMMON AREA LIGHTING

Stairwells, parking lots, sidewalks and building access areas are all lit by common area lighting systems that work on sensors. The well-lit public areas of neighborhoods and the interior common areas of buildings are vital to safety and security.

SCHINDLER ELEVATORS

Rawabi's multi-story buildings will all be equipped with the highest quality 7-person elevator systems available from Schindler, the world's leader in elevator technology.

FIRE ALERT AND EXTINGUISHING SYSTEMS

Smoke and natural gas detectors are installed in every apartment. If the detector sensors receive an alert of high temperature or the presence of smoke or gas, a building wide alarm will sound with an audible voice instructing residents to seek the nearest exit route. Fire escape routes are clearly marked.

In the main electrical board rooms, sensors also deploy the most advanced fire extinguishing chemicals in the event of a short or a blaze in the electrical room.



EXTERIOR WALL INSULATION

One of Palestine's biggest building challenges is the conduction of heat and moisture through the natural stone that is used to face apartments and office buildings. At Rawabi, the exterior stone on all buildings is polished and coated with Sealkote 777, a high-grade insulator that deflects heat and blocks moisture seepage.

ELECTRIC AUTOMATED WINDOW SHUTTERS

For privacy and heat insulation, residents can operate fully automatic window shutters on every main window. The electric shutters help to reduce heat absorption, create a barrier to light and provide additional privacy as needed.

SUPPLEMENTAL ELECTRICITY GENERATORS

Every building at Rawabi has the infrastructure for a generator that will create enough electricity to power main appliances for even a relatively sustained power outage.

FIBER OPTIC TELECOMMUNICATIONS NETWORKS

Rawabi's phone and Internet service will be delivered via high quality fiber optic cabling, increasing speed of transmission and reducing interference on lines.

EARTHQUAKE RESISTANT BUILDINGS

Thanks to the innovations shared with us by AECOM, all Rawabi's buildings are constructed to withstand earth tremors and quakes up to a level 6 on the Richter scale. While earthquakes are not common in Palestine, the protection is considered by seismologists to be well above the level needed for human safety in the event of a quake.

DUAL-SYSTEM SOLAR WATER HEATERS

Water in Rawabi homes is heated with a dual-system solar water heater, which uses sunlight to heat 150 liters of water in a reserve tank. The temperature of the water in the reserve tank is then maintained by a supporting boiler, which uses very small amounts of gas to keep the insulated reserve tank temperature at the constant level. The dual-system solar water heaters saves homeowners hundreds of dollars annually while ensuring a 24/7 supply of hot water to the home.



CENTRAL GAS AND CENTRAL HEATING SYSTEMS

Apartments in Rawabi will be heated and cooled by individual central systems, with a furnace for heat and a condenser for air-conditioning. Air flow is via a system of ceiling and floor ducts for maximum space efficiency and preservation of the room's aesthetics.

The most important aspect of many of these pre-installed, high quality home features is the safety of residents. The second consideration is that the up-front investment in durable, well-made hardware guarantees that the lifespan of several decades under normal usage patterns, as it is in most modern homes around the world. Finally, technology allows us to enjoy luxury and comfort while at the same time improving our efficiencies in our consumption of utilities and natural resources, making a Rawabi home the most environmentally friendly home you can buy in Palestine today.

Rawabi's Architecture finds its Inspiration in Nature

Beauty is a subjective term, but most generally agree that when features and characteristics are in proportion and harmonize well together, the result is pleasing Nature, in its blend and balance of color and symmetry, offers us inspiration. Rawabi's architects and planners took great care to design a city that would not lie atop the beautiful Palestinian landscape, but would rise from within it, built with the stone and clay of the mountain itself.

Rawabi's terrain offered both challenge and opportunity to the tens of architects who collaborated on the design of the new modern city. The ancient stone lends the city a sense of grace and tradition that is at one with the loveliness of the landscape. But behind and under that stone lays a humming infrastructure capable of meeting the needs of today's society.

The terraced design of the city makes efficient use of the space available and where the buildings come in contact with the earth, rough-hewn "tozbeh" stone is used in retaining walls reminiscent of building practices of bygone eras.

Building exteriors are faced with a softly finished "mattabah" stone, durable and strong but still at one with the natural color palette of the Rawabi hills. Utility poles and above ground cables are nowhere to be found in the city; all are buried under the street beds and within the walls of the structures, allowing no impediments to the view of the valleys and the sea.

Within the homes, stone is polished to a sleek, elegant finish, and a range of color choices provides the perfect starting point for homeowner's individual design taste. The end result is one of flow and symmetry that will embrace families and create a welcoming environment in which to live, work and grow.

Wild Flowers of Rawabi



shrubs and flowers are densely planted into the city's green spaces with irrigation systems to beautify the landscape on a scope and scale never before seen in Palestine.

The landscape architects at Rawabi plan to incorporate native-growing plant species throughout the green spaces to maintain the natural environment of our migratory birds and land-dwelling animals. As has been evidenced in smaller-scale agricultural preservation sites in Palestine, wildlife actually increases in density and variety with the introduction of irrigation systems, trees and ground cover plantings. Birds, butterflies, turtles, moles, fox and amphibians gravitate to water and natural food sources, as has been demonstrated in large park areas in major cities throughout the world, proving that ecosystems can be maintained with thoughtful planning and systematic interventions to create viable habitats.

Rawabi's motto of Live, Work and Grow is being applied not only to our human residents, but to our friends and companions from the natural world as well. Working together, we will coexist in harmony on the land.

One of the most beautiful aspects of the new city of Rawabi is the magnificence of its natural setting. The city's buildings cascade elegantly down the rocky hillsides, circled with wide avenues and dotted with softening green spaces. The dusky gold stone edifices blend into nature's palette of colors, which changes with the hours as the sun tracks its path across the sky.

Blending our need for living space with preservation of the natural environment is challenging everywhere in the world, but nowhere more so than in Palestine. With limited space upon which to build and an ever-growing population, Rawabi brings every technological advance and innovation to the city site. No space is wasted, and the patterns of our daily living are carefully integrated into a master design that achieves both balance and separation between areas in which we live with our children and families, and the areas where we work to sustain them.

In all cases, creating space for the natural world to coexist with the constructed world is a top priority. Rawabi's hills are rich with the flora and fauna of the ancient world, beginning with the beloved olive tree and encompassing countless species of trees, grasses, birds and animals. During construction phases, hundreds of olive trees were carefully transplanted and are thriving in their new homes along the road into Rawabi, tended carefully by arborists and agricultural experts. Native grasses,



Rawabi's

First Family Has Already Moved In

No matter what your nationality, your educational or cultural background, Rawabi welcomes all visitors with fresh breezes, sunshine, and breathtaking views from our mountainsides. And when you enter Rawabi, you are also greeted by something seen only rarely in Palestine... the charm and beauty of public art.

Palestine is home to scores of talented artists who work in all mediums. Two of the Palestinian art scene's leading lights, Suleiman Mansour and Nabil Anani, paid visits to Rawabi in 2012. What they saw both impressed and inspired them. Each artist contributed pieces of his work to the public spaces at Rawabi to be enjoyed by the thousands of guests and visitors.

One of the contributions is a sculpture series depicting members of a family engaged in the activities of daily life. The life-sized figures are placed strategically

in the Showroom and on the grounds, eliciting wonder and admiration from children and adults alike. The creations are so lifelike that it takes a moment to realize that they are not fellow visitors, but the first permanent residents of Rawabi! We are grateful to Mr. Mansour and to Mr. Anani to their wonderful contributions to the cultural aesthetic of our new community.

About the Artists

Suleiman Mansour is considered one of Palestine's most important painters. During the Intifada, Mr. Mansour was renowned for his visual interpretations of the cultural concept "sumud", or "steadfastness". In 1983 he made a series of 4 paintings depicting destroyed Palestinian villages: Yibna, Yalo, Imwas and Bayt Dajan. He also works in the literary realm, co-authoring the book Both

Sides of Peace: Israeli and Palestinian Political Poster Art, published in 1998 by the Contemporary Art Museum with the University of Washington Press.

Nabil Anani is also one of the most prominent Palestinian artists working today, and he is considered one of the founders of the contemporary Palestinian art movement. Mr. Anani held his first exhibition in Jerusalem in 1972, and has exhibited his work throughout the world for the past 4 decades. He is considered as a key founder of the contemporary Palestinian art movement, and he works as a painter, ceramicist and sculptor. He pioneered the use of natural media from the local environment such as leather, henna, dyes, beads and copper. The recipient of the first Palestinian National Prize for Visual Art in 1997 and the head of the League of Palestinian Artists, Mr. Anani plays a key role in sustaining a love of art in Palestinian society.



Palestinian Film 'Omar'

Wins Jury Prize at the Cannes Film Festival

At Rawabi, one of the principles that guides development is the belief that Palestinians share a love of culture which gives rise to world-class talent from within our midst. Rawabi is proud to be the sponsor of Hany Abu Assad's latest film, Omar. The film won the Jury Prize at the renowned Cannes Film Festival on May 25, and was the only Arab film screened this year.

Hany Abu Assad is a well-known Palestinian director whose most famous film is the Golden Globe winner Paradise Now. Rawabi joined the film as its primary financial backer to demonstrate that Palestinians have the resources, the talent and the know-how to build an all new industry of cinematic arts in our own country.

Abu Assad was born and raised in Nazareth, and he has always embraced his heritage through film. Omar is a story of love, of hopelessness, of uncertainty, of violence and of the quest for justice; the themes of Palestinian existence. The film received a

standing ovation from the audience at Cannes and is expected to be a commercial success as well as an artistic one.

All of us congratulate the director and his talented cast, who once more have succeeded in shining a spotlight on the Palestinian conflict through the medium of film. At Rawabi, we are proud to support the Palestinian cinematic arts through Bayti Real Estate Investment Company, but also to have had the honor to be involved in Hany Abu Assad's latest successful endeavor.

To read a very special review of the Rawabi-sponsored film Omar by Palestinian director Hany Abu-Assad, visit http://www.huffingtonpost.com/e-nina-rothe/believing-hany-abu-assads_b_3313403.html

Rawabi: A Destination for Palestinian University Students

Rawabi, as Palestine's first new modern city, is a wonder to behold, set high atop ancient hills amidst a breathtaking landscape. It has attracted visitors from every walk of life and from every corner of the globe, including potential Palestinian homeowners, families on weekend excursions to the countryside, journalists from every major media outlet in the world, politicians, celebrities, VIPs... there is almost no category of guest that has not stopped by to pay a call at the Showroom.

In particular, Rawabi is attracting droves of local Palestinian architectural and engineering students, who come singly and in large school groups to view the largest engineering and construction project ever undertaken in Palestine. It's unusual for Palestinian students to be exposed to a real-life application of the fields they are studying in college and to have the chance to see knowledge and technique applied in real time.

Recently, more than 50 male and female architecture students from Palestine Polytechnic University, Birzeit University, Al Najah University, and Al Tireh College visited the site to engage in

depth with Rawabi's technical teams on the topics of Urban Planning and Residential Design. The visits allowed the students to participate in a Q&A with the Rawabi teams, where the students delved deeply into areas of interest such as recycling of building materials, planning for environmental conservation, and masterplanning of large scale developments.

Another hot topic was safety and security on the construction site and how Rawabi protects the safety of the thousands of workers in an active and potentially dangerous environment. Part of the discussions centered on the speed of construction and how the city's planners are managing to meet major milestones and deadlines. A final area of key interest was the radical change in telecommunication infrastructure that is a part of the new city's commercial core and residential areas.

The students expressed satisfaction with the knowledge that the city is being built by Palestinian engineers and architects, underscoring that Palestine offers real career paths for the highly talented and ambitious students in attendance.



The Hands that Build Rawabi

According to a statistical study undertaken by the Palestinian Central Bureau of Statistics, the 2012-2013 year-over-year comparison of the number of Palestinians working in Israeli settlements has dropped by more than 10,000 workers. In addition, the number of workers aged 15 years and older working in Palestine has risen dramatically in 2013 from 43% to 69%.

Economic analysts have confirmed that private sector projects have contributed significantly to the absorption of the increase in the Palestinian work force and are helping to combat the challenges of economic stagnation. The slowdown caused by the delay in delivery of vital government services and resultant economic disruptions have been at least somewhat offset by an increase in private sector activity.

The city of Rawabi plays an important role in the health of the Palestinian economy. More than 3,000 workers are directly employed in the building of the new city, and at least 10,000 jobs in related services sectors are also sustained and expanded as the needs of the new city are met by Palestinian supply chains.

As the sun rises over Palestine each day, workers from villages and cities all over the country are engaged in wide-ranging fields of work that feed into the construction of the new city. From carpentry workshops to glass-makers to hardware and tool manufacturers, the hum of activity is almost audible not only on site, but in surrounding villages and from cities as far away as Hebron, Jenin, Nablus and Tulkarem.

For more than two years, master stone cutter Arafat Abu Rajab, has made the journey from Jamma'in near Nablus to Rawabi to work in the vital operations of Rawabi's stone cutting facility. The stone used in construction at Rawabi is excavated from the Rawabi hills and carted down the hill to Abu Rajab's factory, where it is cut, shaped and polished into a myriad of shapes and sizes determined by how and where it will be used in the new city.

Abu Rajab has been working as a master stone cutter for more than 18 years. "I have worked many places in my career, but never in a place as well-managed as Rawabi," he stated. "The safety measures in place here are among the finest I have ever seen, and sense of camaraderie and team spirit



among the workers is very high. We all have a purpose here, and everyone is trained to function at the upper range of their skill level. We are challenged to improve our production levels every day. It makes you love your work. For that reason, I know this project, this city, is going to be a huge success."

His thoughts are echoed by his colleague and fellow master stone mason Suleiman Omar. Omar has worked in his field for more than 3 decades, and he brings that experience to the 24-hour stone cutting operations at Rawabi. "Rawabi is a huge project," Omar said. "We've never had anything this big to work on in Palestine. We are working with brothers and sisters from all over the country, but we're all here for the same purpose." Sala'eddin Baramah, a resident of Jenin and a pipe fitter, has worked at Rawabi since its inception, and has helped lay the pipes to each building under construction. Baramah states, "The needs of the project are so great that it's easier for me to stay on site and only go home on the weekends. I miss my children, but I am supporting my family in a way I was never able to prior to my work at Rawabi. And I know my wife and children are proud of me, and the role I am playing in building this city. I am taking care of my family, and I'm building Palestine as well. It's a rewarding feeling."

Many of Rawabi's construction workers have been repatriated into the Palestinian construction industry from the Israeli settlement enterprise. Amer Zein Addin from the village of Majdal Bani Fadel near Nablus is one of those workers. "I had to work in Israel to feed my children," he said. "But no matter

how hard I worked, there was no job security and worse, I felt I was contributing negatively to the Palestinian cause. Now that I am working at Rawabi, I have both job security and the feeling that I am doing something for my country. I am paid well, I have annual leave and sick leave and best of all, I go home at night and enjoy the evening surrounded by my family. You sleep well after a hard day's work when your conscience is clear."

Fuad Abu Alya, age 22, dropped out of high school at 14 years of age to work in Israeli settlements. He is now working in construction at Rawabi and brings to his job the passion and energy of his youth. "No matter how tight the deadlines we face here, or how often we have to put in a few extra hours to get the job done, we are all working on building something that will be part of my children's future. Because we are building now on our own land, settlers are prevented from taking it. The knowledge that I am stopping Israelis from taking more land makes me work harder and longer – mistakes or fatigue are simply not options for us." He adds, "Pride in your work is a great motivator."

At day's end, Rawabi's pride, its local workforce, congratulate themselves and each other on another successful workday, and admire their handiwork. Knowing that these homes are within their reach financially broadens their own personal horizons, and gives them even more reason to strive for perfection in their work. The next day, they will be back on the job, building their own futures and that of Palestine.



Rawabi Visitors زوّار روابي



1. Yves Nidegger, Swiss Parliament Member.
2. Al Quds Holding Board Members.
3. Stanford Alumni Association.
4. Teachers from Ajoul School.

Rawabi Visitors

زوار روابي



5. Davide La Cecilia, Italian Consul General & Elena Clemente, Deputy Head of Mission.
6. Mariam Sherman, World Bank Country Director & Shantayanan Devarajan, Chief Economist for MENA.
7. Andrew Levi, Vice President Europe, Middle East, Africa & Russia - CISCO Systems,

- UK & Duncan Mitchell, Senior Vice President, Emerging Theatre - CISCO Systems International BV, UAE
8. Mousa Kumkam, Regional Manager & Maha Obaid, Ramallah Branch Manager - Jordan Ahli Bank.

9. Lord Stephen Green, UK Minister of State for Trade and Investment.
10. Yousef Dajani, Chairman of Jerusalem District Electricity Company (JDECO) & Senior Management Delegation.

Rawabi Visitors



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- 11. Delegation from Leaders' Quest.
- 12. Palestinian-French Businessmen Association.
- 13. Yellow Pages Employees.
- 14. Senior British journalists.

- 15. Turkish International Chamber of Commerce - ICC.
- 16. Students from Milken Community High School in Los Angeles.

- 17. Businessmen from Bahrain.
- 18. Delegation from the President's Office.

Rawabi Visitors



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19. Swiss Parliament Members.

20. Harold Paisner, Senior Partner of the international law Firm Berwin Leighton Paisner.

21. Students from Harvard Kennedy School.

22. Junya Matsuura, Head of Representative Office of Japan to the State of Palestine.

23. Engineers Syndicate-Jerusalem.

24. Frédéric DESAGNEAUX, Consul General of France & Julien Buissart, French Economic & Commercial Counselor for Palestinian Territories .

25. Simon Kouba Engineering Office.

26. Palestine Cellular Communications Company-Jawwal Staff.

زوار روابي

زوّار روابي Rawabi Visitors



27. German Parliament Members of the Social Democratic Party.
28. Munief Treish, Ammar Real Estate General Manager & Senior Management Team.
29. German Delegation led by Professor Heinrich Fink, former president of the Humboldt University in Berlin.
30. A Group of American Philanthropists.