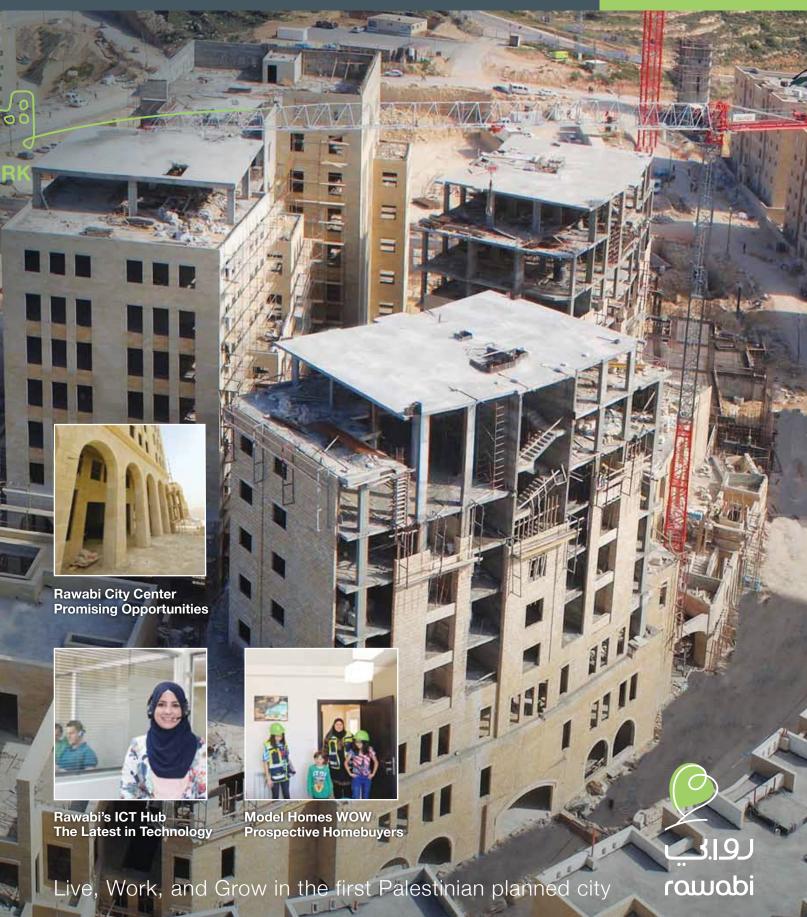
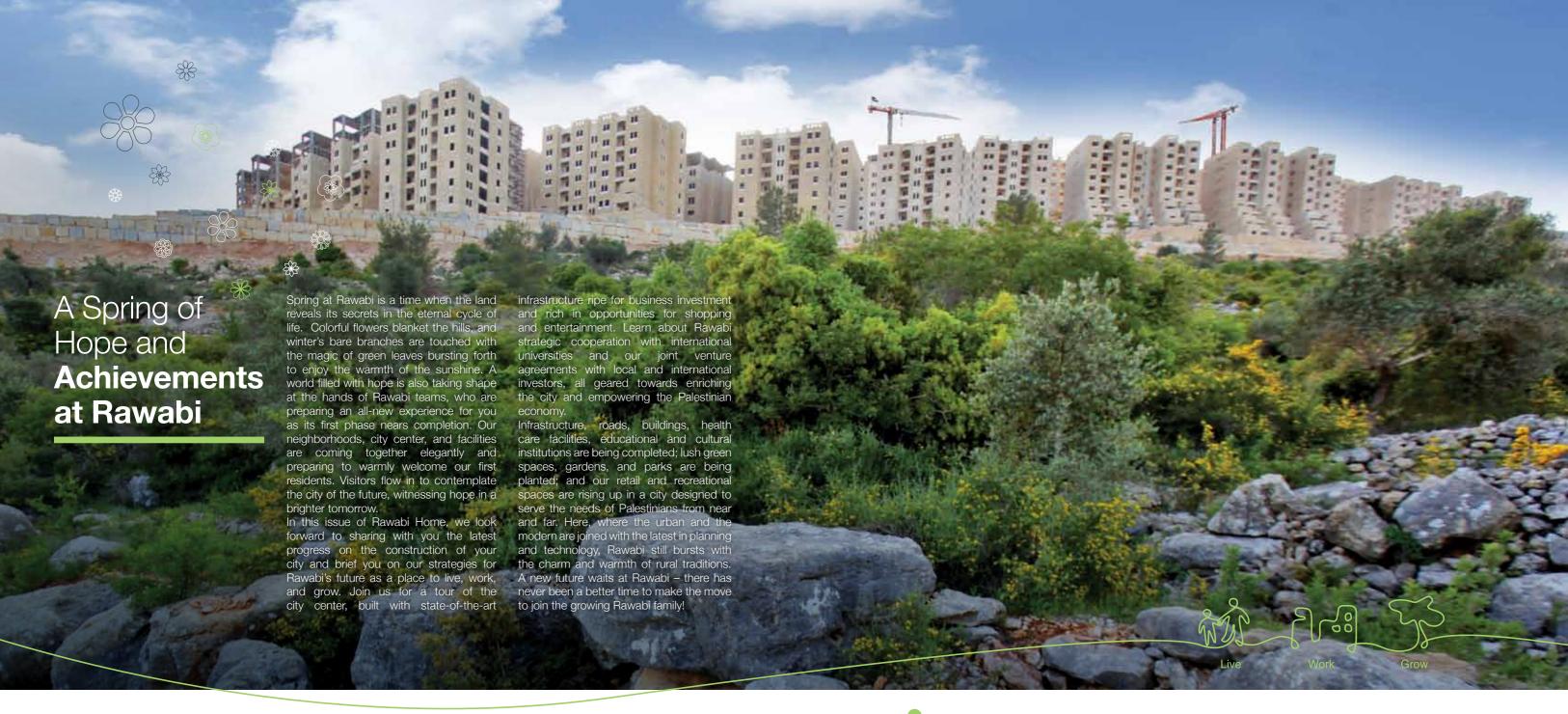
## rawabihome











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.

BAYTI REAL ESTATE INVESTMENT COMPANY Rawabi, Palestine (+970) 2 294 7555

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#### Live, Work, and Grow in Style

Rawabi City Center is the heart of Rawabi in every sense of the word. Located at the geographic center, the urban hub will generate the economy vitality needed for every aspect of growth.

Palestine's labor force is a 21st century workforce, and it requires a 21st century infrastructure to unleash its potential for productivity. Rawabi has built the foundations of this infrastructure, complete with the latest advances in technology, to support the needs of Palestinian business owners and their teams, as well as to attract high quality international investors to set up local bases of operations. Rawabi City Center will stimulate the growth of the Palestinian economy and help propel our businesses to new markets.

In addition to its purpose as a driver of growth, the City Center is also designed to deliver a truly wonderful quality of life—one in which all residents will be able to live, work, and grow. Thousands of permanent new jobs will be created in the city, and with those new jobs, Palestinian workers will be able to increase their earned income and raise the standard of living for their families. As new businesses are formed and existing businesses expand, our work force will develop a widening range of competencies and exposure to international market forces. The City Center's shopping and entertainment hub will delight family members of all ages, and allow Palestinians from all walks of life to enjoy a sophisticated, elegant, yet down-to-earth experience just a few steps from their own front doors, comparable to destinations abroad.

#### **Strategic Location**

The City Center is not only located in the heart of Rawabi, it's also located central to the 5 governorates of Palestine and is easily accessible from all parts of the country. This strategic placement will bolster the success of the businesses based there, as Palestinians from every major urban area will find it a wonderful day's outing to travel not more than an hour to reach the center of excitement and activity that will be found here.

### Rawabi Architecture: Toward a Sense of Place

The architecture of our built world has a profound impact on our innate sense of place. The myriad architectural elements of the City Center, including the building edifices which are varied but harmonized, open spaces to offset the scale and to provide long sight lines, creates a place where humans feel empowered and at the same time a part of the energy, strength and activity that surrounds them in a vital downtown. Rawabi's architects created a human experience within the City Center that allows us to engage with the city as we walk through it, to be inspired by its beauty as well as surprised at how well it meets our needs.

To that end, Rawabi City Center meets the needs of all residents and visitors: young and old, able-bodied and those with special challenges. The shopping and entertainment area will appeal to many different tastes and will be accessible to all, an important distinguishing characteristic that sets apart modern cities.

Another key feature of the downtown is its pedestrian-only hub; the perfect environment for walking, shopping and dining - taking in the sights and sounds of a bustling commercial center free of traffic noise and congestion. Outdoor cafés, an urban play area and a movie theater will offer families and young professionals places to gather, socialize or catch the latest films. With its varied storefronts and elegant blend of traditional and modern design elements, Rawabi's downtown will be a pleasurable place to spend mornings, afternoons and evenings year-round.

Whether you arrive at the City Center on car or by foot, getting around is easy. Directly underneath the downtown is a large underground parking facility, well-lit and safe, with multiple access points to the promenade. Sky bridges – Rawabi's elevated sidewalks – will enable shoppers and strollers to see the city from many different vantage points and provide easy routes through the downtown area. Office workers will be able to transit quickly to their places of employment, and residents of the downtown will find the premiere location to be private while still at the heart of the action.

### A Modern Architectural Vision Shaped by the Beauty of Palestine's Traditions

The architecture of Rawabi's City Center is unmistakably Palestinian. Visitors will be reminded of the arcades of old city of Nablus, the arched windows and doors of old Jaffa, the cozy alleyways of Jerusalem and ancient Hebron, all reminders of our past in a city built for the future. The five gates of the City Center are named for the cities that have bequeathed to Rawabi its spirit and its culture; a nearly perfect blend of the best Palestine has to offer.

#### **Unique Commercial Buildings**

In addition to state-of-the-art infrastructure, the most advanced telecommunications technology operating over a fiber optic network, ICT services and support services, the commercial buildings are designed to provide business owners with every modern business convenience. Every building has direct access to the underground parking facility. Customizable office space will allow businesses to build-to-suit in accordance with their specific needs. Building lobbies will be served by professional reception areas in the foyer, and the upper floors will enjoy panoramic views of the Mediterranean or city-scape views of the urban center.

#### **A Promising Investment Opportunity**

As the pace of construction in the City Center accelerates applications for business investors from Palestine and abroad are increasing. The city center will allow the emergence of a diverse business environment and provide high quality services to residents and visitors of Rawabi, with a host of opportunities available for ICT businesses and service providers.

Whether you are an investor looking for Palestine's best new business location at Rawabi, a new resident seeking the fast-paced lifestyle of a new urban area built to world-class standards, or a visitor looking to spend the day or a week taking in the best of the newest city in Palestine, Rawabi's City Center is the place to be – today and in the years to come.







#### **Promising Opportunities for ICT Companies**

The technology sector will be the key pillar of Rawabi's new economy. Rawabi's city center will house Palestine's new ICT hub complete with state-of-the-art infrastructure and facilities, including an advanced fiber optic network, modern offices and expansive, customizable workspaces. Strategically located at the heart of Palestine with a close proximity to Birzeit and An-Najah Universities, Rawabi ICT hub will have access to thousands of educated and multi-lingual young work force. Both local and international ICT firms will find Rawabi an attractive base for large-scale ICT operations. Rawabi also plans to provide these companies with the support needed for a smooth launch and ramp-up of operations.

#### **Diversity of Business Operations**

Rawabi will be a premier ICT hub for product and software development and outsourcing, research and development (R&D), business process outsourcing (BPO), infrastructure

management, office automation, integrated media communications, hardware, among others.

#### **Advantages**

International ICT firms often face employee recruitment and retention issues and can find it difficult to manage crosscultural teams. Evidence shows, however, multinational companies operating in Palestine experience lower attrition rates than in other regional markets for a number of reasons. Palestine has one of the highest internet and technology penetration rates in the Middle East. Its national university system graduates thousands of highly qualified ICT and engineering graduates annually and the IT sector is one of the mainstays of the Palestinian economy. Exposure to international markets is high, wage rates are competitive and ICT workers are fluent in English and Arabic. In addition, due to the special relationship Palestine enjoys with the US and the European Union, Palestinian graduates and IT workers participate in specialized training programs at the university level and in later stages of their careers. Taken as a whole, this unique set of competitive advantages has created a local work force that readily meets and exceeds the expectations of multinational firms.

The ICT sector in Palestine currently contributes 6.5% to Palestine's GDP. Rawabi is expected to create thousands of new permanent ICT positions that will contribute significantly to the sustainable growth of the Palestinian economy. Strong growth in the ICT sector will generate new jobs in related fields such as administration, accounting, executive management and governance. A knowledge-based economy at Rawabi will be a key driver for stability and growth – creating a complete economic ecosystem that will set the standard of a successful first Palestinian planned city and beyond.





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### A Smart Power Grid for Rawabi



Teams from the Jerusalem District Electricity Co. Ltd (JDECO) and Rawabi engineers finished the installation of the first phase of the Rawabi electric power substation with a total power capacity of 10 M.V.A. This substation will provide Rawabi's residential and commercial customers with an improved quality of services that responds to the needs of construction works, prospective residents, city center businesses, as well as surrounding areas. Additionally, this distribution system will guarantee greater efficiency and cost savings and reduce power outages.

Al-Omari: "Rawabi's New "Smart Grid" Assures Reliable and Consistent Power Supplies"

JDECO General Director Hisham al-Omari spoke about the improvements made to the electricity grid serving Rawabi and the surrounding villages served by the new substation. He stated, "JDECO invested more than 3 million NIS in an upgraded power station to serve the new city of Rawabi

and the thousands of residents of neighboring towns. As our population expands and new city centers emerge, JDECO's mandate is to expand the power infrastructure to meet increased demand. To date, we have successfully installed 14.5 kilometers of new power lines from the village of Sinjil to Rawabi, expanding the grid to reach Rawabi's 23 neighborhoods, city center and public facilities. Our new grid will assure that the new city has the power it needs today and in the future."

Al-Omari added that the system was designed with high quality materials that meet the latest in international safety standards. The smart grid prevents overload of the main distributor in order to prevent the occurrence of any damage or disruption of service in the future. He also noted that technical teams and infrastructure engineers performed comprehensive system testing to monitor and map power flows and to ensure safety of the overall system.

Inside Rawabi, the electricity network extends over 6 kilometers, stretching from the main distribution station at the entrance of the city through the main streets to reach all residential and commercial structures.

Sinjil's upgraded distribution now has a total power capacity generation of 20 M.V.A. The expanded Sinjil station enables the company to distribute electricity through high voltage networks, reduces network overloads and provides a more flexible reconfiguration that will improve the operational performance of Rawabi's power grid.



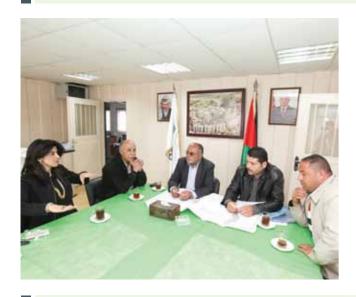
### **Hilights From Rawabi Municipality**

### Rawabi Municipality and Ministry of Communications Discuss the Possibility of Creating an Integrated Mail Center in the City

With diligent efforts to build proactive municipal governance and ensure that all essential services will be provided to Rawabi's prospective population, Rawabi Mayor Majed Abdul Fattah recently met with the Acting General Director of the Palestinian postal service, Fathi Shbak, at the municipality headquarters to discuss the creation of an integrated post office to serve city residents.

Both parties met to plan a post office that will best serve Rawabi's future inhabitants. In addition to providing regular postal services, the post office will also serve as a customer service center, bringing many governmental agencies under one roof to facilitate people's daily transactions with the PA. Residents will be able to pay bills, and apply for identity cards, driving licenses, and passports at the post office, as they do at many post office facilities around the world.

### Land Registration: A Step towards the Completion of Planning Municipal Boundaries



In its quest to complete the structural plan of the city, the Rawabi Municipality is coordinating with the Property Tax Department in the Ministry of Finance to finalize land registration in the vicinity of the city. This necessary step will consolidate property ownership in the city and help city planners in the process of future structural planning.

The Rawabi Municipal Council met with General Director of the Property Tax Department Mahmoud Nofal and his team to discuss expediting land registration. The meeting resulted in the creation of a schedule for land registration, as well as a clear mechanism with which the process will proceed. A technical committee from both agencies was created to ensure the completion of this project before the end of 2014.

#### Approval of Rawabi's Amended Structural Plan

In a session held on 8/1/2014, the Ramallah and Al-Bireh Governorate's Regional Committee for Planning and Building approved Rawabi's amended structural plan. The new plan spans over 1000 dunams (247.11 acre) and includes

23 residential neighborhoods, a city center, a public outdoor amphitheater and eight schools, among other public facilities. The approval followed the Municipality amendment proposal that suits current construction on the ground as well as the city's future needs.

### The Arab Fund Representative Visits the City

Samir Jarad, Representative of the Arab Fund, accompanied by Najad Ghanim, director of the Arab Fund project at Welfare Association, visited Rawabi for a private meeting with Mayor Majed Abdul Fattah. The meeting was concluded with a full site tour to give the guests a complete perspective on the future of the new city.

Mayor Abdul Fattah and his guests discussed Rawabi's plans to create cultural and social centers, such as Rawabi cultural center, its youth center, and its schools. Finally, they discussed a possible contribution from the Arab Fund to establish some of these centers as a part of its development projects in the region.



#### Strategic Cooperation between Netherlands Municipalities and Rawabi Municipality

Following the Dutch Prime Minister Mark Rutte's visit to Rawabi, a delegation from the International Cooperation Agency of the Association of Netherlands Municipalities (VNG International) visited the city. The delegation included VNG project managers Chris van der Valk and Jurjen de Waal, the director of Palestine's projects Nasir Shiekh, and was welcomed by Mayor Abdul Fattah and Tami Rafidi, public relations officer of the municipality. The visit aimed to create a plan for the execution of the Memorandum of Understanding, which was signed earlier by both sides under the auspices of the Palestinian Dutch Cooperation Forum, to establish a framework for mutual cooperation and knowledge transfer between the Rawabi Municipality and VNG International.

Additionally, the meeting focused on identifying areas in which the MOU can be deployed to best contribute to the success of Rawabi

goals. It was agreed that the transfer and exchange of ideas, expertise, and knowledge would be prioritized and put into action.

The Mayor briefed the delegation on the future lifestyle that the city aspires to achieve, comparable to that of smart cities in other parts of the world, including Dutch cities and towns. He filled in the visiting delegation on the process of creating new regulatory frameworks intended to provide the best services to various city sectors, including education, health, transportation, and security, to make Rawabi an ideal city to live, work, and grow.

At the conclusion of their visit, the delegation toured various parts of the city to observe construction progress. The tour included a visit to the residential neighborhoods, city center, public facilities, and the showroom. The delegation was educated about the advanced infrastructure of the city and its pivotal role in providing an ideal work environment to attract international investors. This in turn will help Rawabi to create more job opportunities and support the Palestinian economy.

#### Municipal Delegation on a Business Visit to Dutch Cities

In fulfillment of one of the terms of the MOU which was signed with VNG International last December, a Rawabi municipal delegation, headed by Mayor Majed Abdul Fattah including municipal council members Issa Kasis, Omar Zimmo, and Sonia Zubaidi, as well as Amal Abu Nimreh, municipality engineer, visited several Dutch cities: Almere, Amsterdam, Deventer, The Hague, and Zoetermeer.

The delegation met with the heads of municipalities of these cities and their crews in order to get updates on the latest methods and procedures used to ensure the provision of modern services to their citizens. They aim to transfer these experiences to Rawabi to create an integrated, modern system of services for residents.

The visit of the Rawabi delegation included meetings with the Deputy Director for Africa and the Middle-East, Janet Alberda; a meeting with The New Cities Foundation; and a meeting with VNG International director, Peter Knip.



### **Toward Creating** A Sustainable Economy: Rawabi Contracts Local Venders











Working with Rawabi to supply the needs of a vast city under construction has been an economic boon to Palestinian businesses. Manufacturers and distributors of pipe, fittings, wood and tile products used in the finishing of thousands of housing units at Rawabi enjoy skyrocketing sales growth. But it's not only sales to Rawabi that are benefiting enterprises in the Palestinian supply chain. Many of Rawabi's supporting businesses, based on the scale and experience gained working with the city, have been able to leverage those new strengths in international markets.

Working as a preferred supplier to the city of Rawabi is an excellent credential for a Palestinian company's "resume" at international trade fairs and expositions, as the standards in Rawabi homes are in keeping with international standards of homebuilding.

Rawabi's vendors meet a number of stringent criteria. One important factor is the ability to deliver products or services of consistent quality on the scale required by Rawabi. A second criterion is that Rawabi vendors must maintain strict quality assurance policies with extended product warranties to be approved. Rawabi homes are built to international standards in every aspect; all vendors agree to undergo random periodic spot inspections to monitor lot quality and installation standards.

Rawabi seeks to use the largest possible number of local suppliers who are willing and capable of working to Rawabi standards. Two specific Palestinian industries that have seen a significant boost in market demand for their products thanks to Rawabi are renewable energy and products that help to conserve natural resources.

#### **An-Nimir for Ceramics**





Al Nimer supplies Rawabi homes with a diverse and colorful selection of Spanish-made porcelain tiles as well as numerous high-quality choices for bathroom sanitary ware and faucets manufactured by the world-renowned

Roca. Al Nimer also provides Rawabi with its attractive and durable Pamesa-brand ceramic wall tiles, which are installed by expert masons and meet the highest international standards for insulation and durability. Karin Khano, Chief Executive Officer of Al Nimer, stated, "Rawabi's professional teams were meticulous in the selection and testing processes for the products to be used at Rawabi. Our experience with them as a supplier has been excellent; our interactions with Rawabi are practically seamless - both sides bring what they need to bring to the table. We hope that this bodes well for future projects in Palestine."



#### **Abu-Shammah for Marble and Granite**



Abu Shammah is a Palestinian family-owned business in which a specialized craft has been passed down through generations. Abu Shammah supplies Rawabi's kitchens with granite countertops and manufactured granite work surfaces from the Kisar Stone product line, which carries a wide range of granite colors and varieties from around the world. Mohammad Abu Shammah, General Director, said, "We are proud of our working experience with Rawabi and we value Rawabi's trust in local companies such as ours. The magnitude of the city, the precision, and the experience of its teams honed our experience. Rawabi was a catalyst for us to evolve and to increase our production capacity to meet the growing needs of the city, and to provide them with the best of our products."



#### **Sunergy for Renewable Energy Solutions**



Sunergy is a local Palestinian alternative energy company that supplies Rawabi with high quality solar hot water systems; Sunergy's boilers use a combination of solar power and liquefied

petroleum gas (LPG) to deliver piping hot fresh water to Rawabi





homes. Sunergy boilers provides Rawabi with high quality products and solutions to provide hot water by using solar energy; heat by liquid petroleum gas (LPG), which will save its end users around 30% on heat bills; and providing solutions and installing technologies that will produce part of the city's electricity needs from solar sources.

Sunergy's solar heater is connected to a Baxi LPG boiler, a custom design created for homes at Rawabi. This highly energy efficient heating system is extremely durable and will provide homeowners with a reliable supply of hot water year round.

Sunergy also supplies Rawabi with customized thermal radiators with a higher heat efficiency rating than any radiator currently available in the local market and guaranteed for 15-years of worry free operation. The radiators are manufactured by the Sira Group, one of Italy's top names in home heating. Hiba Abu Libdeh, Sunergy's Manager of Sales and Public Relations, stated, "Rawabi offers our Palestinian engineering graduates and others working in technical fields a wonderful opportunity to expand their body of knowledge and experience. Working with Rawabi encouraged us to broaden our contacts in the global energy market and offered us the chance to expand our product line to include highly advanced renewable energy solutions to the entire Palestinian market."

#### **Decorx for Wood Industries**





designs and manufactures its complete kitchen cabinet systems to accommodate the needs of today's families, with ample storage area, modern convenience features, attractive and varied door faces and hardware design and a system for securing the cabinet blocks to the wall which meets the highest international standards for safety. Decorex kitchen systems optimize use of space within the cabinet and within the kitchen itself.

Decorex also manufactures the superb line of interior doors that enhance the appeal and elegance of every Rawabi home. Najim Abu Hijleh, General Manager, stated, "Our work as a major supplier has enhanced our credibility as a vendor in the Palestinian marketplace. Since our work began with Rawabi, we have been able to greatly expand the types of products we offer to Palestinian homeowners, and we have seen our overall competitive advantage increase as well. We now have an eye on international markets for our products, manufactured proudly in Palestine."







#### Al-'Ori for Trade and Investment Company





Al-'Ori has been contracted to supply Rawabi with the distinctive Villeroy & Boch line for the bath. Villeroy & Boch is a renowned German porcelain manufacturer operating since 1748, with a name synonymous all over the world for elegance and quality. Rawabi's baths feature the award-

winning Omnia architectura programme segment of the OMNIA line, known for its clear, succinct, purist contemporary. All Rawabi baths are backed by a 10-year guarantee against breakage.

Ali Al 'Ori, General Manager, stated, "Rawabi is a pillar of the Palestinian economy. The volume of product we import thanks to the construction of the new city has greatly benefited the company economically and many other companies like ours. We have also grown professionally, as I'm sure others have. Our new experience levels allow us to compete regionally as suppliers and distributors."

#### The Palestine Company for Commercial Services







PCCS is owned by the Palestine Investment Fund, which has been a major player in the jumpstarting dial co. of the Palestinian economy and serves as one of its foundational pillars of sustainable growth.

PCCS supplies Rawabi with almost all of the cement used in construction at a highly competitive market price, which is critical considering the volume of product required in the city. PCCS also provides all the ancillary services related to its product supply,

including technical support, testing and monitoring to ensure safety, quality and reliability. Sharif Muhseisen, Marketing Manager, commented, "Rawabi is playing a key role in the promoting and strengthening of the Palestinian economy in the number of jobs it has created directly related to construction, and in industries indirectly related to the service of the construction industry. Its workforce is both highly qualified and competitive, which helps to raise the bar for Palestinian competitiveness overall."

#### Al-Ka'abaini Workshop for Metalwork





Al Ka'abaini Metalworks is one of the largest enterprises in the Palestine metalworking industry. Its' trained artisans have crafted some of the most complex master metalworks at Rawabi, including the Showroom's central curved staircase, and the passenger shelters for the Rawabi bus network. In addition, Al Ka'abaini's teams of smiths and welders have executed additional projects throughout the city, including exterior doors, window grillwork, public and outdoor waste receptacles.

Shukri Al Ka'abaini, founder and owner, stated, "Personally, I believe that Rawabi, provides an unparalleled opportunity for aspiring small and midsize business to expand and grow. Rawabi developers proved the strength of their commitment to local expertise and traditional crafts, and gave these businesses a chance to survive and compete at a national level. Additionally, they allowed us to be part of this nationalist project which is source of pride for generations to come."

#### **Al-Omari Group**





The Al Omari Group specializes in the supply of construction chemicals, particularly anti-corrosives and concrete additives. The Al Omari Groups product

lines include protective coatings to guard against damage, high alkalinity and exposure to sewage, concrete fixing and hardening agents, industrial flooring, expansion joints, rooftop insulation, tile adhesive, tile grout and fire retardants.

Naser Al Omari, General Director, asserted that Rawabi's developer is committed to the empowerment of the Palestinian economy. "Contracting as they do with Palestinian suppliers, despite the fact that our prices are slightly higher than Israeli suppliers, encourages us to redouble our efforts to seek the highest quality product for the best available price. We sincerely value Rawabi's role in job generation and the great role the city has played in the development of Palestine's economy at the micro and macro levels."



#### The International Group for Elevators





The International Group for Elevators (IGE) is the exclusive Palestinian distributor of Schindler elevators. IGE supplies Rawabi with the technologically superior Schindler elevator, well-known for its mechanical Schindler strength, outstanding safety record and the integration of eco-friendly materials into the construction of its products.

IGE has built a reputation for professional installation, smooth operation and worryfree maintenance of its elevators and escalators in Palestine. The IGE enjoys a very close relationship with the international manufacturer, which has given Rawabi a competitive advantage in working to meet strict construction deadlines. Iman Wadi, General Director of IGE, commented, "Our work with Rawabi has given us a depth and breadth of experience that we didn't have before, notably because of the high volume of equipment needed and the speed with which we needed to execute installation. In spite of the increased demand on our trained teams, we were able to optimize our time and resource management skills to meet the needs of existing companies even while meeting the expectations of the Rawabi team. It was a winwin situation for both sides."

#### **Promic for Engineering**



Promic is a Palestinian distributor of complete plumbing systems, which includes a full line of mechanical parts and services such as pipes, drains, fittings, valves, valve assemblies, unions, strapping, ventilators and pressure meters. Rawabi is a customer for Promic's Tiemme plumbing product line, one of the world's leading exporters in the industry. Every part supplied by Promic is backed with a 10-year guarantee.

Promic's service engineers are specially trained in the installation and maintenance of the Tiemme products they sell, and they are solely responsible for the installations of the plumbing systems in the individual homes and businesses throughout Rawabi.

Promic's General Director, Eng. Murad Al Qasim, stated, "Our work with Rawabi was a transforming moment in the company's history and a singular testament to our growing success. Gaining Rawabi's trust and the contract to serve the Palestinian families who will live at Rawabi definitely will allow us to expand our visibility in both the local and the international markets.'



## Exquisite, Elegant, Sophisticated...

Model Homes WOW Prospective Homebuyers











Buying a home is a big decision that involves forethought, planning and imagining a new future for yourself and your family. To help prospective customers visualize life in a new Rawabi home, our architects and interior designers created fully furnished models with multiple layouts and varied décor. These beautifully presented homes exemplify the quality and workmanship found throughout the city of Rawabi, where every residence is a testament to the skill of Palestinian craftsmen.

Rawabi's model homes have been a big hit with visitors. Hundreds and hundreds of Palestinian families have toured every unit, enjoying the diversity of size, configuration and decorative touches. Located close to the Rawabi City Center, the finished units allow homebuyers to envision both the internal and external environments at Rawabi, particularly the quality of life attributes of a well-planned downtown area.

Rawabi's interior designers took several different approaches to furniture style, hardware and appliance finishes and room layout. Palestinian tastes and preferences are not homogenous, and families at different stages of life find that their space and design needs change over time. The models clearly demonstrate the versatility and flexibility of Rawabi's interior spaces and how readily they can be adapted to evolving household routines.

Visitors were especially captivated by the light-filled kitchens with lots of cabinet space and the large built-in closets found in every bedroom. Another attention-getter was the service balcony which houses the central air and heat exchange units, the hot water heater and the washer and dryer units. Throughout, prospective buyers were able to see many types of flooring options, bathroom tile combinations, interior door selections and Rawabi's unique aluminum windows and electric shutters.

Each model home was specifically chosen to reveal a particular view. Visitors engaged in a lively debate as to which view was more desirable – the panoramic view of the Mediterranean to the West or the city scape view of the towers in Rawabi's city center with the majestic hills of Palestine sweeping out behind? The poll resulted in a tie – homebuyers thought each view equally beautiful in different ways.

There was one conclusion upon which all visitors agreed. Rawabi's model homes proudly represent the finest of Palestinian professionalism and reflect the multi-faceted beauty of Palestinian culture and traditions.

To view our model apartments, please call or email to set up an appointment:

Phone: 02-294-7575 | E-mail: info@rawabi.ps

### Towards a Knowledge-Economy:

Since ground was first broken in 2008, Rawabi has been seeking to bolster sustainable knowledge-economy projects and practices. To achieve this end, Rawabi has partnered with local and international educational institutions to include Harvard, Oxford, The Fletcher School of Law and Diplomacy at Tufts University, Columbia, Kellogg School of Management at Northwestern University, and Tuck School of Business at Dartmouth among others, in different fields such as urban





development, urban planning, sustainable environmental studies and practices, business development and administration.

Since its early planning phases, this Partnership initiative positions Rawabi as the hub of a knowledge-economy by leveraging Palestine's well-educated workforce in building Rawabi, in addition to international academic expertise. Partnering with local and international academic institutions is pivotal to deliver on the Rawabi Promise of economic development as well as to its future maintenance as a sustainable eco-friendly city that contributes to the growth

### Rawabi Reinforces Strategic Partnership with International Universities



of the Palestinian economy. To continue the momentum, Rawabi is attracting additional academic expertise from local and international academic institutions to link the intellectual power of Palestinian and international universities with business entrepreneurs. As a pioneer project, performed under dire conditions of military occupation and implemented by the private sector, Rawabi has become an important topic for researches and analysis. More importantly, it constitutes a rich material for researchers interested in practical application for different sciences.

Rawabi has expanded its academic partnership initiative to introduce Rawabi to more international academic institutions





to spur academic interest at both individual and institutional levels. Hosting consulting teams, organizing general lectures and presentations about Rawabi, inviting students and researchers to visit, study, and analyze the project from different aspects, and funding internships program are among Rawabi's activities to bolster knowledge-economy partnerships.

Recently, the number of delegation from both local and international universities visiting Rawabi has drastically increased. These delegations are introduced to the progress in building the city, to the daily challenges the city faces, and to the positive economic and social dimension the city is contributing to the Palestinian community.





#### Tufts University Fletcher School of Law and Diplomacy Concludes Field Research in Rawabi

In January 2014, Rawabi was selected by Tufts University for a special project under the auspices of the Fletcher School of Law and Diplomacy, one of the most reputable programs of its kind in the world. Fletcher school graduate students worked directly with Rawabi developer Bashar Masri and his technical team to participate in creating a business/value proposition that positions Rawabi as the ICT hub and to increase international ICT companies' interest in partnering with Rawabi. The project is intended to transform international investors' perception of the Palestinian economy by branding Rawabi as a large-scale business incubator.

The Fletcher School offers its Field Studies in Global Consulting course to enable students to work directly closely with sponsoring corporations and organizations to develop business solutions and to participate in the formulation of strategy and key decision-making processes.



The graduate team traveled to Palestine for a five-day field research trip to Rawabi. During that period, the researchers met extensively with local ICT companies and ICT related research institutions. Additionally, they worked with a Rawabi team to identify key variables to establish the comparative advantage of investment in Rawabi and to package the "Rawabi" brand as an investment destination in order to attract a critical mass of medium-to high-tech firms to Rawabi. The end result of the project was a strategic presentation for the developer, which included a detailed operational plan for targeting businesses, tailoring incentive packages and recommendations for future action.



#### Cooperation with Tuck School of Business at Dartmouth

A delegation of Dartmouth University's Tuck School of Business MBA candidates led by professors John Vogel and Paul Garrison also visited Rawabi as part of their field study. This visit was inspired by the Rawabi case study prepared by Harvard Business School.

The aim of the Tuck School visit was to introduce students

to the Rawabi business model and to explore how Rawabi's lead investors chose Rawabi over other more lucrative opportunities. Bashar Masri, chairman of Massar International and founder of Rawabi, was invited to speak at Dartmouth about Rawabi in the business school, where the Harvard case study is part of the MBA curriculum.

## MOVE-IN DATE POSTPONED! Ongoing Water Dilemma Creates Delay

During the past month, Rawabi sales managers contacted more than 600 families with heart-breaking news: the long-anticipated "move-in" date for their new homes has had to be pushed back. Why? Because the homes are almost ready – but have no water.

For more than 5 years, Rawabi's developers faced maddening delays in approvals from Israeli authorities, but perhaps none more critical than the permission needed to connect the city of Rawabi to the main water supply located in Area "C".

Rawabi needs to tap into a high-capacity supply pipe that carries water from the primary water source for the area. The nearest access point to the main water line is located in Area C, which it transits for approximately 1 kilometer. Recognizing the cumbersome nature of the process required to obtain political approval to access anything located in Area C, Rawabi's engineers proposed a "work-around" design to install a temporary pipe that would address the access problem in the short term. The temporary pipe design meets and exceeds all required technical specifications.

Rawabi's engineering teams participated in several meetings on different occasions with the Palestinian Water Authority (PWA), the Israeli Water Commission representatives, and Mekorot, the Israeli water utility, to discuss Rawabi's short and long term water needs. Unfortunately, however, the Israeli-Palestinian Joint Water Committee (JWC) has not met for more than two years to discuss Rawabi's needs or more than 120 other water projects pending in the West Bank, effectively putting any forward progress "on hold".

The installation of Rawabi's internal water supply system, including the pipe network which transports fresh water to homes, has been completed. Rawabi's water supply is directly connected to its own 5000 cubic meter reservoir located within the city limits, which is more than adequate to supply the needs of the city's residents. The water reservoir has been thoroughly tested under the oversight of the PWA and meets all relevant standards. Rawabi's new "smart" metering and remote reading processes are in the midst of their own testing and monitoring phases with the relevant local regulatory agencies.

In addition to the need for approval of the temporary "work-around" design, there is also a pressing need to move forward with the design, funding and construction of a long-term permanent connection to the main water supply near the village of Aboud. The PWA submitted a separate application from Rawabi to the JWC for review and approval. Up to this moment, the JWC has not reviewed this application.

Rawabi founder, Bashar Masri commented on the delay: "The absolute worst part of all of this for me personally is to see the disappointment on the faces of the homeowners. They understand that we are doing everything we possibly can to get them moved in as quickly as possible and I applaud their patience and forbearance. But to say that I am frustrated with this delay is an understatement. We are being held captive to a political process over which we have no control. How has it come to this? It's beyond imagination. Nevertheless, we will continue to push hard on a daily basis to get this issue resolved."



### "Rawabi Magazine":

### A Palestine TV Program Narrates Rawabi Story

Rawabi Magazine is Palestine TV's all-new program on the city of Rawabi - giving you an in-depth, behind-the-scenes look at the amazing project taking shape with the efforts of Palestinians from all over the country. Rawabi Magazine is broadcast two times per week: Tuesdays at 6:45 pm and Saturdays at 1:05 pm. The show is produced by HD Vision Media Production, hosted by Dina Masri and directed by Firas Abdul Rahman.

Rawabi Magazine introduces viewers to the professionals who plan and execute the thousands of tasks undertaken every single day in the building of a city. An undertaking of this scope is interesting in any environment, but particularly so in Palestine where such large-scale mega-projects are uncommon. The show is intended to bring the reality of Rawabi directly into the homes of the audience, helping them to imagine the city not only as a testament to Palestinian achievement, but also as a place where they can live, work and grow.

The program is created in a two-part format. The first half of each episode is the "edu-tainment" segment: information presented in a way that is both "educational" and "entertaining". The episode might focus in depth on a technical aspect of Rawabi's infrastructure, or how the topography and terrain presents different sorts of challenges to building engineers and architects. But learning can and should be fun, so experts are called in from the work site at Rawabi and invited to hold forth on his or her area of expertise. The result is unscripted, informative, often funny and always enjoyable to watch.



To date, nine episodes of Rawabi Magazine have aired. A short synopsis of the episodes is provided.

Episode 1. Amir Dajani, Deputy Director of Bayti Real Estate Company, who has helped lead the Rawabi project since its founding, walked viewers through the history of the undertaking from the first days of its conception through today.

Episode 2. The second episode, which was filmed in December 2013, covered the city's heating infrastructure and its central gas network. Viewers rode along in the on-site tour van for an action-packed look at the city under construction.

Episode 3. The third episode coincided with the celebration of International World Women's Day. The show highlighted the work of Manal Zraiq, a partner in Massar International, who applauded the work of Rawabi's female work force and global ambassadors.

Episode 4. Ali Hamodeh, Assistant to the Director of JDECO Strategic Development Department, explained the intricate coordination between JDECO and Rawabi technical teams in building the advanced electricity grid that supports the new city.

Episode 5. The fifth episode featured a compilation of visitors' off-the-cuff impressions of the 15 meter square Palestinian flag flying proudly over the Rawabi hilltops.

Episode 6. The sixth episode accompanied the skilled teams responsible for the "finishing" work in Rawabi homes – the craftsmen who hone surfaces to shining perfection, who ensure that floors are perfectly level and angles are straight – all to ensure the visual beauty of a home.

Episode 7. Rawabi's external architecture was the focus of the seventh episode, which provided an in-depth look at the blend of modern and traditional styles in the many features of Rawabi's building exteriors and how the latest advances in engineering have been incorporated into culturally specific designs. Dr. Shireen Nazer, who is one of the founding architects of Rawabi's masterplan, took viewers on a walk through the city to show how architecture serves human needs.

Episode 8. Shaher Saad, General Secretary of the Palestinian Workers Union, spoke to the viewers on the contribution that Rawabi is making to the Palestinian economy on the occasion of Palestine's Labor Day.

Episode 9. The final episode focused on the art that is a part of the city of Rawabi, featuring vocalist Noor Freitekh, who signs the Rawabi theme song with the Birzeit University Orchestra, and on the 2 artists Sulimeman Mansour and Nabeel Al-Anani whose sculptures are part of the public art found throughout the landscape of Rawabi.



It's worth mentioning that HD Vision, established in Ramallah in 2005, is a Palestinian company that specializes in a variety of media services. HD Vision's radio and television production utilize the most advanced technologies, and deploy the latest techniques in high definition imaging systems and editing. HD vision staff is composed of a group of young and ambitious Palestinian producers, directors, photographers, editors, and sound and lighting technicians.







We invite you to watch The "Rawabi Magazine" Show.

Presented, produced, and directed by Palestinian talents, Rawabi Magazine brings the reality of Rawabi directly into your homes.

Watch us on the following link: www.youtube.com/user/RawabiCity

### Siraj Investment Fund Wins the 2013 Best Investment Fund Award in Palestine

The Palestine Siraj Fund I, founded by Massar International, won the 2013 Best Investment Fund in Palestine award given by EMEA Finance. EMEA Finance magazine publishes annual rankings for the financial community across Europe, the Middle East and Africa, highlighting funds, fund managers and financial institutions meeting international criteria for distinguished executive performance and operational excellence.

The Palestine Siraj Fund I earned top honors for its pivotal role in the growth and expansion of the Palestinian private sector, particularly for start-ups in several key economic sectors. EMEA recognized the Siraj Fund Management Company's skillful oversight of the Palestine Siraj Fund I, the first Palestinian private equity fund, which launched in early 2011 with \$90 million in investment capital.

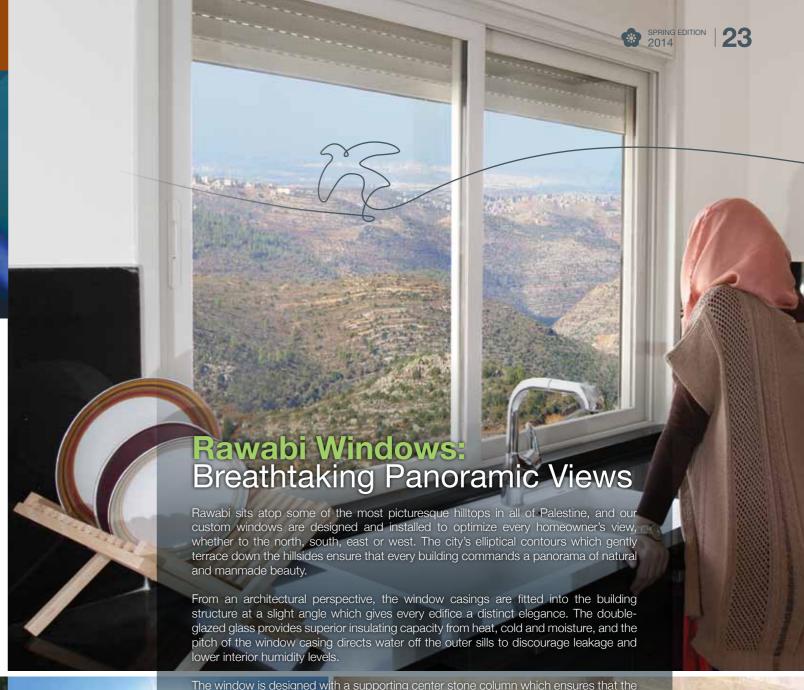
The EMEA Investment Fund rankings are based on a range of criteria that includes: investment type, total capital investment and the measurable impact a fund has had on the growth of the national economy. The Palestine Siraj Fund I has created more than 500 permanent new employment opportunities since its inception, in nine companies operating in eight sectors of the Palestinian economy. The jobs created in Phase 1 of the fund's operation are expected to double to more than 1,000 during the next few years, as the existing enterprises continue to expand and additional opportunities move through the investment pipeline. The results achieved represent only one-third of the fund's total investment capital



and additional growth in new sectors is expected as the fund's operations expand.

The fund provides capital, technical consulting and managerial services, and helps Palestinian enterprises to establish and maintain high levels of professionalism, operational efficiency and profitability. Investments in target companies are structured as partnerships with specified exit dates and clearly defined operational and governance agreements, which makes participation attractive to Palestine's family-owned enterprises. Massar International, founder of the Siraj Fund Management Company, has a long track record of business success in Palestine. Bayti Real Estate Investment Company, developer of Rawabi, the first Palestinian planned city, is also a major subsidiary of Massar International.

Most of the companies in which the Siraj Fund has invested have found opportunities to develop their businesses by providing services and products to Rawabi project and other businesses in Palestine.









Nothing compares to living in a place where natural beauty is completely at one with the constructed cityscape. In every corner of Rawabi, from the city center to its neighborhood sidewalks and parks, you'll experience a special sort of harmony between nature and manmade. Walking and exercise trails take you in and around neighborhoods and the city's perimeter, and a host of welcoming outdoor green spaces allow you to enjoy the benefits of the great outdoors just a few steps from your home or office. The magic of islands of tranquility amidst the energy and vitality of a working city will assure you that Rawabi is a place not just to live, but to grow.

#### Rawabi's Landscape Architecture

Rawabi's architecture is a creative coordination of material and technology, where precision and beauty of multiple details blend in a wonderful visual harmony. Our teams of expert engineers oversee the implementation of landscape architectural design that is both functional and aesthetically beautiful in Rawabi's outdoor public areas, community gathering places, recreation spots and entertainment areas.

#### Landscaping in **Concordance with Nature**

Landscape architecture has two primary components: hard landscaping and soft landscaping. According to internal design standards, hard landscaping includes the constructed or built aspects of a community. This category includes the external architectural design features of residential and commercial buildings, streets and sidewalks, parking lots, entrances and plazas, common use elements such as street lights and signage, retaining walls and transitional areas between functional components. Hard landscaping must

meet the sometimes competing demands of utility, safety and visual appeal; technology and advanced materials have given architects and planners a much greater ability to create safe environments that are also beautiful and inviting.

Soft landscaping refers to the trees, flowers, vines, shrubs and grasses which are traditionally used to soften and enhance the appeal of our constructed environment. Growing things are also very important to the ecological health of a community, as they work to mitigate noise and pollution and maintain hospitable habitats for wildlife such as birds, butterflies and bees necessary to the larger ecosystem. Throughout the world, the necessity of maintaining ample green space even within city limits has been recognized and is now an integral part of architectural training and urban planning on a mass scale, including the city of Rawabi.



#### **Entertainment Areas for All Family Members**

Rawabi's play areas and green spaces are among its most distinctive features. Gone are the days when urban residents had to "escape" the city to experience the benefits of outdoor

activities for the whole family. Virtually all modern cities under construction today set aside designated areas for shaded, grassy parks with public seating, fountains and recreational equipment. This welcome integration of nature within built-up areas plays an important role in maintaining an atmosphere of vitality and cohesive social ties in urban communities.

The children of Rawabi, who will be the foundation of future generations, were given special attention. Safe, protected playgrounds with modern, versatile equipment will help build strong bodies and a lifetime of good exercise habits. Adults and parents were not overlooked, as many of the neighborhood parks will also include outdoor public health and fitness equipment that has become so popular in urban parks throughout the world. Together, families can enjoy the benefits of the great outdoors while socializing with neighbors

#### **Retaining Walls**

One of the most interesting and lovely features of Rawabi is its complex network of retaining walls. The steeply sloped hills of Rawabi have been gently terraced outwards with intricately engineered supporting walls made from varied types and textures of stone excavated from the hills during construction.





The retaining walls are covered with "shabriz" mortar, known for its strength, water resistance, durability and natural-looking

Incredibly strong as well as beautiful, the retaining walls complement the architecture of Rawabi's building edifices. Some of the walls are built specifically to prevent soil erosion and to support construction works. Many of the walls throughout the city help to demarcate areas, creating a buffer between the sidewalks and streets and planted green zones. Still more walls separate playground and recreation areas, creating a safe, clearly marked environment for children to run

#### **Streets and Sidewalks**

Rawabi is being built with the goal of becoming Palestine's most "walk-friendly" city. Its streets are wide and level and ample parking is available, both above and below ground, which will reduce congestion, pollution and noise. The sidewalks that flank Rawabi's streets are made from attractive, tightly interlocking textured pavers that provide safe, stable footing. The sidewalks are generously wide and are landscaped with shrubs and shade trees that do not impede the flow of foot

From building architecture to retaining walls to streets and sidewalks, quality of life is enhanced by well-planned landscape architectural design. Rawabi is leading the way in setting new standards for Palestine which can be replicated in our future development.



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- 1. Delegation from Nablus Engineers Association.
- 2. Olivier Plancon, Deputy Consul General Jerusalem, Jean-Pierre Plancade, President, Simon Sutour, Jean-Pierre Leleux, Vice-presidents, Christophe-André Frassa, Jean-Claude Lenoir, Secretaries – The Senatorial Friendship Group – France.
- 3. Matthew Zweig and Mira Kogen Resnick, Senior Professional Staff Members, House Committee on Foreign Affairs USA.
- 4. Pastors from Lutheran churches, Youth Exchange Programs Germany.

- 5. Lord Michael Levy, President of Community Service Volunteers and Gilda Levy, Founder of Women's Interfaith Network - Britain.
- 6. Group of New Germany Newspaper "Neues Deutschland" Readers.
- 7. Students from Applied Geography Department Hebron University.
- 8. Harun Tokak, Coordinator, Mehmet Simsek, Consultant, Muhammed Basri Atilgan, Education Consultant, Kimse Yok Mu - Turkey.
- 9. Delegation from Board of Directors of Bright Stars of Bethlehem led by Rev. Dr. Mitri Raheb - USA.

زوّار روابــي









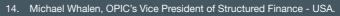








<sup>11.</sup> David Levin CEO, Yaron Schwarcz, COO - Tela Labs, David Roberts, Director of Graduate Studies - Singularity University.



<sup>15.</sup> Bishop Suheil Dawani - The Episcopal Diocese of Jerusalem.



<sup>12.</sup> Dr. Tomicah Tillemann, Senior Advisor to Secretary Kerry for Civil Society and Emerging Democracies - USA.

<sup>13.</sup> Lecturers and students of Architecture Engineering Department - An-Najah National University.

<sup>16.</sup> Leslie Adelson Lewin, Executive Director, Jason P. Drucker, Director of Development and External Relations - Seeds of Peace.



















- 17. Robert Starbuck, CEO and Chairman, and Maha Samaha, HR Director, Global Migrate - USA.
- 18. Group of Zeit German Magazine Readers.
- 19. Delegation from the Consilio International AB Sweden.
- 20. Delegation from International Labour Organization (ILO).
- 21. Delegation from Stephen Wise Free Synagogue in New York - USA.

- 22. Group of Participants in Engineering Fellows Program.
- 23. Gilbert Roger, Senator for the Seine-Saint-Denis Constituency, Michèle Demessine, Former Senator, Esther Benbassa, Senator for the Val-de-Marne Constituency, France-Palestine Friendship Group.
- 24. Angela Homsi, Director, Gabby Czertok, Start-ups Consultant Generation Investment Management, and Ariadna Petri, International Relations Coordinator – Al-Quds University.
- 25. Jeremy Ben Ami, President, and a delegation from J Street USA.





















- 26. Delegation from Temple Emunah of Lexington, Kentucky USA.
- 27. Arancha González, Executive Director International Trade Centre (ITC).
- 28. Delegation from Global Bridges organization Germany.
- 29. Delegation from Interfaith Group USA.
- 30. Delegation from the Islamic Awqaf Jerusalem.

- 31. Mark Singleton, Acting Head of Mission at the Office of the Quartet Representative Tony Blair.
- 32. Delegation from the Presbyterian Church USA.
- 33. Ned Lamont, Board Member, Gisel Hiscock, Board Member, Stuart Willcuts, Mission Director for West Bank and Gaza, Iliana Montauk, Digital Economy Program Director - Mercy Corps

















- 34. Rick Smotkin, Vice President of Government Affairs NBCUniversal Comcast, Jay K. Footlik, CEO Global Policy Initiatives (GPI) - USA.
- 35. Delegation from Tulkarem & Jenin Engineers Association.
- 36. Lecturers and students from Faculty of Engineering Birzeit University.
- 37. Paul Garnier, Representative of Switzerland to Palestine, and a delegation from Swiss Young Liberal Party.

- 38. Delegation from the Conference of Presidents of Major American Jewish Organizations - USA.
- 39. Delegation from PeaceWorks & OneVoice USA.
- 40. Delegation from Axel Springer Media Corporation Germany.