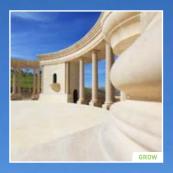
rawabihome



RESIDENTS HAPPY IN NEW LIVES AT RAWABI

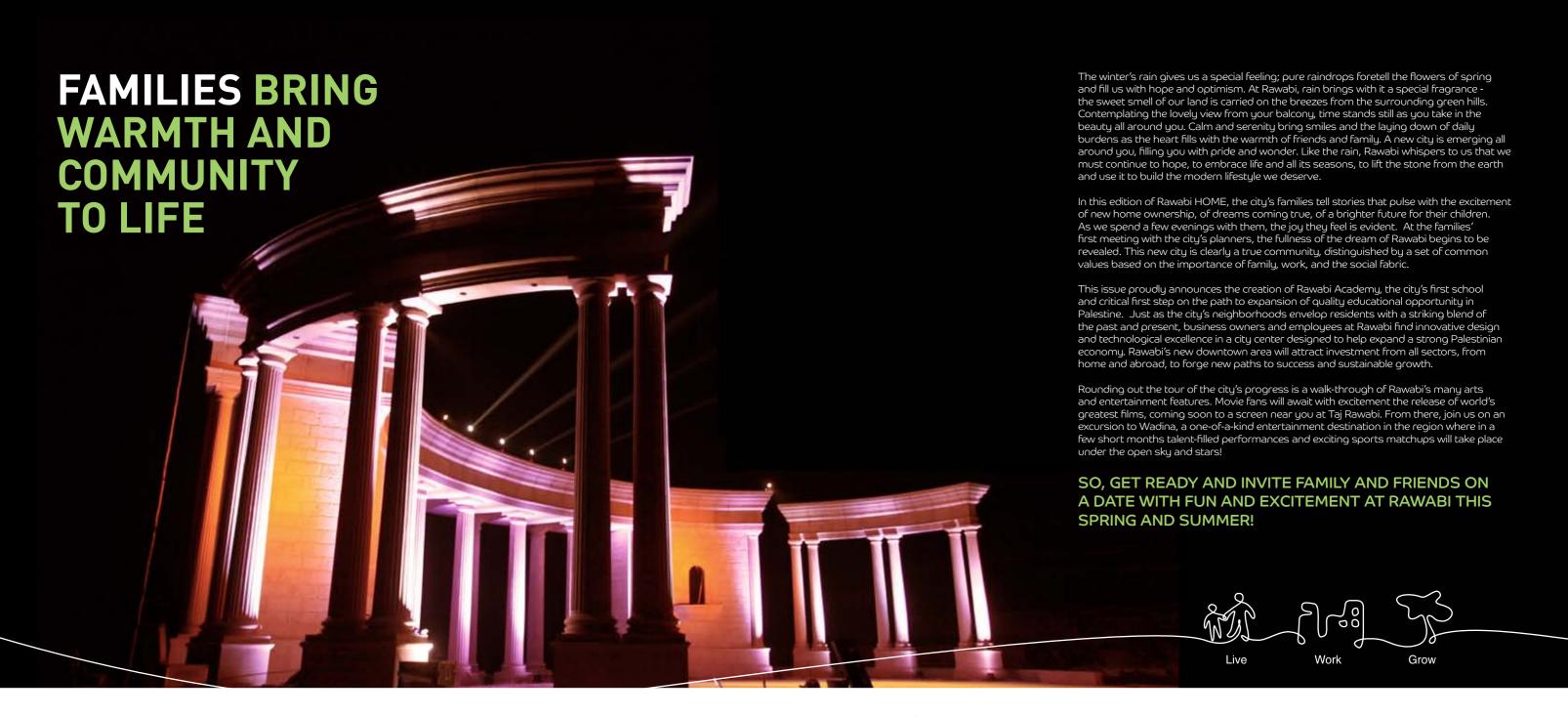


COMMERCIAL BUILDINGS: A VARIETY OF MODERN INTEGRATED OFFICES



RAWABI AMPHITHEATER A MASTERPIECE GRACES THE HILLS OF PALESTINE







Rawabi is a new community for Palestinian families providing opportunities for affordable home ownership, employment, education, and leisure; an optimal environment in which to live, work

Rawabi, the first Palestinian planned city, provides more than 5,000 housing units with multiple floor plans spread across 23 neighborhoods, each with its own individual aesthetic and wonderful modern amenities. The City Center offers a retail business district with hotels, cinemas and a convention center, all supported by the latest smart technologies and a highspeed fiber optic network. Rawabi also features education and medical facilities, houses of worship, public green spaces and recreation facilities - creating a new Palestinian economic and cultural destination.



- 04 Rawabi Comes Alive with the Arrival of New Families
- 06 Rawabi Municipal Council in the Spotlight
- 07 HOAs: A Model for Cooperation and Partnership for Neighborhood Families
- 08 Rawabi's First Retail Ready for Customers
- 09 Hundreds of Apartments in Third Neighborhood Receive An Elegant Finishing Touch
- 10 Rawabi English Academy: New Vision and Rapid Progress Towards Featured Opportunities in Education
- 12 Commercial Buildings: A Variety of Modern Integrated Offices
- 14 AD3: Combining Creativity and Modern Technology
- 15 "Taj Rawabi" Multiplex Reflects Al-Taher's Expertise and Aspirations for our Shared Homeland
- 16 WaDina: Where the Magic of Nature Meets the Jovs of Entertainment

- Rawabi Amphitheater: An Architectural Masterpiece Graces the Hills of Palestine
- Furthering Common Goals for Advancement with Harvard
- Massarak: Preparing Students for Life After College
- 24 Rawabi Featured for the Third Time at Cityquest Forum
- 24 More Round-Trips on the Rawabi Birzeit Ramallah Route
- 25 International University Delegations from Around the World
- In "The Idol" Mohammed Assaf Brings the Struggle and the Dreams of Palestine to the World
- 27 Rawabi Visitors







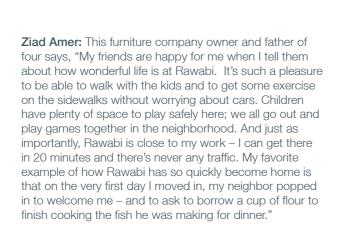




Late last summer. Rawabi was transformed into a place called home. The city's new residents begin life anew in a place offering a unique lifestyle while meeting their needs in the utmost comfort and security. Each family represents in their own way the complexity of the Palestinian social fabric; each with their own very personal hopes and aspirations. Rawabi's first families have already begun the happy process of building community together. Parents chat and get to know one another sitting on a stone staircase in the sun while children play nearby. Couples enjoy a cup of coffee on their balcony overlooking the neighborhood and out across the valley. In the evenings, families relax at home as night settles over the city and the moon rises above the hills. At Rawabi, the pressured pace of today's busy lives slows and quiets. With everything one needs close at hand, serenity comes easily and peacefully into the home.

SEVERAL FAMILIES SHARED WITH US THEIR IMPRESSIONS OF LIFE IN THE NEWLY BORN CITY:

Muna Al-Nimer, Al Najah University Student: "As a young woman who enjoys sports, I love being able to go out to walk or run in the quiet streets in the early morning. Right in my neighborhood, there is a basketball court I can play on any time I wish. Access, cleanliness and proper maintenance are all very important and I've found that in all the facilities here. Rawabi is only a short distance from the university, and I can get back and forth to classes easily and inexpensively on the bus. All of these factors are very important to me and have a big positive impact on my life. I'm very happy that my parents chose to buy a home in Rawabi."





RAWABI FAMILIES GATHER FOR FIRST ALLCOMMUNITY MEETING

Rawabi's planners organized the first community-wide residents meeting in the City Showroom at the request of Rawabi's new homeowners. Families eager to meet new neighbors and forge friendships filled the venue and welcomed one another with smiles and handshakes. The community get-together was also attended by a delegate from the Municipal Council, representatives from Sah, the company that runs the city's central public services as well as engineers, sales and public relations team reps from the Rawabi head office. Each family was introduced and welcomed, followed by a lively dialogue about the shared experiences of life to date in the new city. Rawabi's team was happy to receive feedback and suggestions from the residents to optimize homeowner satisfaction and well-being. Residents provided insightful observations about the city's vision for growth and the establishment of key priorities.

The discussion also included the impending establishment of Rawabi's neighborhood committees; Palestine's first elected homeowner associations (HOAs) designed to play an active role in the life and growth of the city. The role of an HOA is to proactively monitor the common facilities and service provision within each neighborhood in a way that guarantees a comfortable, safe and clean environment for all residents, in close cooperation with the Municipal Council.

As adults socialized and laid the foundations of a strong community, children made new acquaintances and enjoyed cartoons on a screen set up for their amusement. The fun and social networking afforded by the first get-together was clearly only the beginning, as invitations for playdates, coffees and dinners with new friends were extended. Rawabi's team promptly followed up on issues raised to them, establishing a pattern of swift response and short turnarounds with solutions to any problems that may arise. Working together as one family, the community bonds at Rawabi will continue to strengthen and grow.



04

Khaled Fannoun: "When I watched the video of the city as I was buying the apartment, I wondered if this dream would come true. Thank God, and with the efforts of the city developer's many teams, I can say that I am actually living in that dream today. Life in Rawabi is very comfortable – there is so much natural beauty, and peace and quiet. The services are outstanding in terms of water, electricity, central gas, TV, Internet, and sewage and drainage systems. I can say with full confidence that it is a model city for those looking for comfort and a quality lifestyle. My neighbors in the building and the neighborhood are the best people; I hope that we will have 20 cities like Rawabi in Palestine so that we can compete with the developed world."



quick errand."



RAWABI MUNICIPAL COUNCIL IN THE SPOTLIGHT

HOAs:

A MODEL FOR COOPERATION AND PARTNERSHIP FOR NEIGHBORHOOD FAMILIES

MINISTER OF LOCAL GOVERNMENT MEETS WITH THE CITY'S MUNICIPAL COUNCIL

Rawabi Mayor Majed Abdulfattah and the members of the Rawabi Municipal Council recently met Minister of Local Government Hussein Al Araj at his office in Ramallah. During the meeting, Mayor Abdulfattah presented the Minister with a city progress report as well as an updated summary of requests for assistance from the ministry. Topping the list is the need for the MOLG to establish a local headquarters for the Ministry within Rawabi city limits now that the first families are in residence. Other pressing priorities include creation of inter-ministry coordination mechanisms and points of contact for provision of basic services in order to operate health centers, schools and other essential facilities in compliance with the national regulatory framework for local governance.

Minister Al-Araj confirmed the ministry's intent to provide Rawabi citizens with all basic services in a timely and efficient manner. He also directed ministry staff to actively coordinate with Rawabi's Municipal Council with regard to the city's organizational and planning needs.

PARTICIPATION IN THE PALESTINIAN-DUTCH COOPERATION FORUM

Rawabi's Municipal Council members also recently attended the Palestinian-Dutch Cooperation Forum, the largest joint event held to date between the two countries to promote cooperation. Held in The Hague under the distinguished auspices of His Excellency President Mahmoud Abbas and Prime Minister Dr. Rami Hamdallah, the Palestinian delegation included several Cabinet ministers and more than 200

representatives from the Palestinian private sector, local government authorities, municipalities, academia and civil society organizations.

The visit was organized by VNG International as part of its program to strengthen capacity in local governance in Palestine. The forum provided participants a platform for networking, relationship-building, and the exploration of investment and trade opportunities in an atmosphere of political, cultural and economic cooperation. Discussions, workshops and roundtable meetings were held on wide-ranging issues of common interest and site visits were made to the cities of Drenthe, Groningen and Rotterdam.

This trip was part of a series of annual knowledge exchange visits between Rawabi Municipal Council and VNG International and also provided the opportunity to renew their existing agreement for joint cooperation.



Under the oversight of the Ministry of Health, the Rawabi Municipal Council has issued its first set of operating licenses to a number of local retail establishments in the city. After site inspections for full compliance with health regulations, the MOH approved the issuance of business licenses for all applicants, paving the way for a robust future for commerce in the city.



BUILDING A STRONG RESIDENT COMMUNICATION NETWORK IN EACH NEIGHBORHOOD

Since moving to Rawabi last summer, neighborhood residents have begun the process of getting to know one another and are developing the strong social fabric that distinguishes Palestinian society. The first step was an all-community meeting held to allow new residents to meet each other in an informal setting to discuss shared goals and objectives. A Facebook page for Rawabi families has been created and is now a forum for lively interactions about goings-on in the city and service provision in the new neighborhoods. Many thoughtful suggestions have been made as to how to protect common property and general welfare.

HOMEOWNER ASSOCIATIONS

At the first meeting, groundwork was laid to prepare homeowners for elections to neighborhood homeowner associations. The HOA, as it is known, is a new concept in Palestine. A neighborhood's families elect representatives who agree to serve as advocates and mediators for all the families who reside there. Each HOA decides upon its rules and enforcement procedures with a primary focus on maintaining a safe, clean environment for all. HOAs share a basic set of common bylaw agreed to across the city; an individual HOA may establish additional rules as it sees fit to govern its own neighborhood, provided all residents are in agreement.

HOA bylaw shares common procedural details pertaining to nominations of homeowner representatives and the election of HOA officers from the general assembly. The bylaw also clearly states the rights and commitments of the homeowners to the neighborhood, and the obligations of the HOA to the residents. From the community of HOAs, a single delegate is selected to represent Rawabi homeowners at the city's Municipal Council's meetings.

HOMEOWNER RIGHTS TO COMMON PROPERTY USE

Every owner in the city enjoys the right to use the common areas on the condition that the rights of others are not violated. Common area privileges are extended to owners, members of the owner's family and guests, and to renters who may occupy an owner's apartment. Owners may make alterations to the interior and exterior of their homes so long as it does not alter any part of the external façade of the building or impact any common use area.

Common area maintenance is one of the most important areas of responsibility for the HOA. Within each neighborhood, improvements, additions and changes to common areas may be made with majority consent of all homeowners. HOAs are empowered to enter into contracts with service providers on behalf of the homeowners for maintenance of common areas.

OWNER COMMITMENTS

Every homeowner agrees to honor a commitment to maintenance of cleanliness and safety in the neighborhood's common areas. Individual HOAs create the rules governing: 1)maintenance of private gardens adjacent to homes but visible to the community; 2) proper use of common areas such as parking areas, stairwells and corridors; and 3) time and noise restrictions as desired. The use of residential apartments for any type of commercial activity is generally discouraged. Other areas of HOA jurisdiction include the installation of safety or decorative window grills, which are permitted within certain prescribed parameters. Satellite dishes and water tanks installed are not permitted, nor are alternations to the building façade adjacent to any home.



At Rawabi, the little necessities of daily life are always just a few steps from home. The city's first shops are already open for business; a supermarket, pharmacy, butcher, green grocer and a dry cleaner are all strategically located in the heart of the first neighborhood to welcome residents. The retail shop owners are as enthusiastic about the promise of Rawabi as the residents themselves and have formed close working relationships not only with their customers but with the city's commercial team.

SALLATI SUPERMARKET

Rateb Abu Hadwan: When my business partner, Muhannad Joulani, and I bought houses in Rawabi, we didn't think twice about starting a business in the city. We believe that the city has a promising future. Sallati Supermarket is in an attractive location for the residents of Rawabi and for the people living in nearby villages and towns. We will provide all the basic needs of residents - household supplies, vegetables, fruit, meat, fresh coffee and a bakery at competitive prices. Each month, there will be special sales and we'll provide membership cards for our customers for even greater discounts."

BALADNA DRY CLEAN

Bassam Abdul Kareem Hameedeh: "When I visited the city of Rawabi for the first time, I was really impressed by its ethos; the beautifully designed architecture and sound planning. I realized then that the city has significant economic prospects for the future. I submitted an application to the city administration to open my private enterprise: a dry cleaners, a field in which I have more than 17 years of experience. I am delighted that my shop will be one of the first shops to open in the city. The teams at Rawabi have offered support every step of the way."

GRAND PHARM PHARMACY

Shadi Nasr Eddin: "I believe that Rawabi is going to become the most beautiful city in Palestine. All the shops will prosper due to the central geographic location of the city; the wealth of facilities here makes it an attractive destination for Palestinians all over the country. When I contacted the city's commercial team to open my pharmacy, they were extremely supportive and helpful. As a career pharmacist, my job involves caring for people; I'm pleased to think that I'll be part of the first group of medical and health practitioners to serve the people of this city."



FINISHING TOUCH



larger selection of floor plans to choose from. From smaller units (less than 90 square meters) perfect for singles and newlyweds to larger 3 bedroom styles up to 260 square meters, the neighborhood will appeal to several key demographics. The traits all Rawabi apartment homes here share is the high quality of finishing and the very affordable price point.

HUNDREDS OF APARTMENTS IN THIRD NEIGHBORHOOD RECEIVE AN ELEGANT

To date, the street paving and laying in of sidewalks is complete. The playgrounds, central power generation area, car parks and security booths are all in place. Infrastructure networks for utilities provision are complete and retail



areas designated for neighborhood convenience stores are almost ready for occupancy.

Five local Palestinian contractors provided the professional services associated with the finishing works here; due to high demand, there was a need for expedited completion of many facets of the project. All finishing works are supervised by two different sets of engineers. The first team supervises execution of the work and the second team is responsible for overall quality control and consistency to ensure that the materials used meet the high standards established for the city.

The third neighborhood is visited daily by families who have purchased apartments to make the final touches before moving in. Prospective buyers are also invited in to browse and choose their own dream home. Everyone touring Rawabi's latest neighborhood has the same thing in common – the optimism and enthusiasm they feel at the prospect of soon occupying a lovely new home within this modern city.

RAWABI ENGLISH ACADEMY: NEW VISION AND RAPID PROGRESS TOWARDS FEATURED OPPORTUNITIES IN EDUCATION

أكاديميـة روابـي الإنجليزيـة RAWABI ENGLISH ACADEMY

At Rawabi we believe in a highly qualified educational system is a prerequisite for the advancement of modern society. Successful schools equip children with skillsets they need to thrive, not only during school years but throughout adulthood. Technology, science, social norms and the economic landscape continue to change our world at a dizzying pace. In response, educational systems must change as well - moving beyond rote learning and expanding knowledge parameters to include tools that empower students to become lifelong learners and contributing citizens of a global community.

NEW STUDENT REGISTRATION IS NOW OPEN

Rawabi English Academy has stared the registration process for new students, offering the International General Certificate of Secondary Education (IGCSE) curriculum. The school's mission is to nurture principles of scientific thinking and research beginning with KG and progressing through the secondary years. At Rawabi Academy, students will reach their full potential in a welcoming environment that fosters independence, awareness and adaptability.

THE MINISTER OF EDUCATION ANNOUNCES A PUBLIC SCHOOL AT RAWABI

The Minister of Education and Higher Education announced that the Ministry is taking steps to establish the first public school at Rawabi. The Minister, Dr. Sabri Saidam, made his remarks during the press conference held to announce that Rawabi English Academy has officially began accepting student applications for the 2016 / 2017 academic year. During his visit, Dr. Saidam also toured the city and witnessed the progress and preparations of the new Rawabi English Academy campus.

ROBERT FINDLAY: INTERNATIONAL EDUCATION EXPERT AND REA FOUNDING COMMITTEE MEMBER

Robert Findlay is an expert administrator for international schools with more than 40 years of experience in education and a wide personal network of international educators. Mr. Findlay served as Head Teacher for a British-Dutch school in the KSA, founded British Schools of America, and has worked on start-up schools in the Middle East, USA, Asia and South America. Currently he is director of Oxford Global Education (an international educational consultancy). Mr. Findlay brings decades of professional expertise and rich personal experience to the founding committee of Rawabi English Academy.

AN INTERNATIONAL EDUCATIONAL SYSTEM FOR THE FUTURE OF OUR CHILDREN

Rawabi Academy's IGCSE curriculum seeks to instill core values in students, including respect for human dignity, encouragement of dialogue and participation, and social tolerance in a multicultural context. The IGCSE learning system promotes student leadership and the encouragement of personal goal-setting. Advanced interactive teaching approaches treat the student as a researcher on a quest for discovery, rather than passive learners who assimilate information without investigation. Students are engaged directly in the learning process in order to acquire a proactive behavioral approach and strong analytical skills.

well-rounded students who are physically and mentally fit and can perform well in a team setting. The Academy's experienced administrators will guide well-qualified faculty members from different disciplines. At the executive level, the school will be operated in accordance with a rigorous five-year strategic plan as well as annual development plans created and overseen by a distinguished academic council possessing a wealth of local and international educational experience. The school's strategic plan will guarantee accomplishment of set goals, the foremost of which is to provide a safe, healthy learning environment.

RAWABI CHILDREN TRANSIT ISRAELI CHECKPOINT WITH HELP FROM CITY TEAM

All Palestinian cities periodically face restrictions on movement as a result of closures imposed at the discretion of Israeli occupation forces. No city is immune from the inconvenience imposed by temporary and fixed checkpoints; families, employees and business owners must routinely cope with the trials of unexpected separation and being caught out away from home – even schoolchildren. At Rawabi, we approach these daily difficulties as one family, and consider all children of Rawabi as our own. Recently, a disturbance in Ramallah resulted in a sudden, widespread city closure that prevented Rawabi school buses from transporting our children directly home after school. Rawabi's team leaped into action, sending a second convoy of buses to the closed checkpoint. Rawabi's team members personally crossed the checkpoint on foot, gathered the children in an orderly fashion from the school buses and escorted them on foot to safety and the waiting buses on the other side. All children arrived safely to their homes in due course, thanks to the quick response and initiative shown by the Rawabi staff.



COMMERCIAL BUILDINGS

A VARIETY OF MODERNINTEGRATED OFFICES

Strategically located in Rawabi's City Center, the commercial hub boasts state-of-the-art infrastructure with the latest technology for outstanding service provision. Classic building facades directly overlook the rolling hills of the charming landscape; while inside, not-to-be-missed contemporary workspaces will attract local and global business owners. Build-to-suit options give enterprises a blank canvas they can customize to suit their own specific business needs. Designed to serve as an ICT hub and the core of a new knowledge economy, Rawabi's City Center will eventually be home to new permanent job opportunities that will help strengthen the Palestinian economy.

CONTEMPORARY FULL-SERVICE OFFICE SPACE

Enterprise owners today realize that in order to grow, work spaces must be tailored to fit a specific business proposition. The office space in Rawabi's commercial hub is "build-tosuit", providing tenants the opportunity to directly tie into the city's first-class infrastructure and to design a workspace that perfectly meets a company's needs. With a high-speed fiber optic network, reliable power and round-the-clock security, businesses will be able to create truly world-class operations ready for global competition. The workspaces will utilize the integrated network which

includes a central information comple equipped with a state-of-the-art roster of e-services, including high-capacity, ultrasecure, large bandwidth data hosting, mail and web site servers, digital information storage, cloud computing and IPTV. A team of highly experienced computer engineers provide 24/7 systems monitoring and technical

With a strong infrastructure buttressed by a dynamic worldwide network of partners, Rawabi will be an incubator for local and international companies looking to capitalize fully on the educated skilled labor pool. Economies of scale and clustering of related enterprises will further spur

of investors grows with the influ of international and local firms, t strong business-enabling environment at Rawabi will make tremendous contributions to sectoral expansion and to the sustainable development of the national economy.

The large underground parking facility with a direct access to the pedestrianonly plaza will be available for offices' employees and visitors. The adjacent car parking minimizes congestion in the city center and will reduce air and noise pollution, creating the optimal work

CITY'S INTERNATIONAL PROFILE BRINGS ATTRACTIVE INVESTMENT OPPORTUNITIES

Today, access to and expansion into new global markets have become a must for companies to develop and prosper. As firms make the decision to locate or relocate at Rawabi, they are also positioning themselves in the vanguard of those seeking to connect to the global business community.

Rawabi's favorable reputation as a Palestinian success story creates a host of benefits for businesses seeking to do business not only in Palestine but across borders. Politicians, journalists, business delegations, trade missions, academics, NGOs and VIPs visit Rawabi on a daily basis; the first wave of local businesses to launch can expect to gain valuable business exposure to a rich global network of business leaders and key influencers in their first years of operation. In addition, the presence of global companies will help create an economic environment which encourages strategic partnerships and attracts investment to a growing Palestinian economy.



BUSINESS NEEDS

Rawabi's highly efficient infrastructure will help bring down the cost of doing business for Palestinian firms. Rents at Rawabi are priced to attract large, medium and small enterprises at rates that compare favorably to neighboring cities. Anchor firms that will attract supporting service companies will enjoy advantageous lease agreements and will be offered a full range of amenities for employees and customers, including staffed lobbies, multi-purpose and conference rooms, hospitality suites and community prayer rooms for religiously observant staff and guests. All are serviced by central building management, maintenance, security, cleaning and public safety personnel.



FOR MORE INFORMATION please contact the Rawabi Sales Center Tel.: +970 2 294 7575 Email: commercial@rawabi.ps



COMBINING CREATIVITY AND MODERN TECHNOLOGY

IDEAS BECOME REALITY

Since its establishment, AD3 has moved confidently towards success, building a strong reputation for excellence in the Palestinian engineering and real estate sectors. AD3 founder Jihad kmail will soon transition the company to its new home in the Rawabi Tech-Hub, where the top-notch infrastructure, key business connections and international exposure offer tremendous opportunities for revenue growth.

AD3 offers competitive, creative 3D design to a wide range of economic sectors using the most up-to-date tools in the industry. AD3 holds critical sector-specific professional certifications including LEED, Revit and 3DMax.



BADER ICT INCUBATOR IN RAWABI

Established to capitalize on the many competitive advantages of the local market, BADER sparks creativity, fosters innovation and pioneers new business solutions. Its mission is to catalyze the growth of small entrepreneurial enterprises in Palestine, harnessing the talent and energy of the young Palestinian labor force as an engine for change. BADER equips young entrepreneurs with the tools they need

to thrive, helping them to transform their innovative concepts into profitable and replicable business models. As these new businesses emerge in the market, new jobs will be created, ultimately contributing to the growth of the Palestinian economy. The city of Rawabi is the ideal launch pad for the dreams of BADER's entrepreneurs; providing a truly business-enabled environment. At Rawabi, startups thrive in a supportive atmosphere with a sophisticated infrastructure and every

possible technological advantage close at hand. New companies will profit from the international exposure Rawabi enjoys, conferring a host of tangible and intangible benefits on its city center commercial tenants.

In a mutually sustaining environment, Rawabi and its healthy crop of ICT startups will jumpstart the growth of a new knowledge-based economy and make a lasting contribution to the prosperity of the Palestinian people.



Among AD3 services, customers will find:

- 3D Visualization and Animation: Every modern real estate development project must be able to create virtual project tours using 3D animation, virtual reality and augmented reality. Three-dimensional design programs create interactive and entertaining shorts used on web sites, with the media, on social networks, satellite channels and smart devices and contribute a great deal to the promotion and marketability of a project.
- Building Information Modeling (BIM): Large, complex construction
 projects use BIM to model engineering designs in different environments
 to coordinate systems accurately, calculate quantities, and solve technical
 conflicts that may arise during construction. BIM is also useful during the
 operations and maintenance phases of large construction projects.
- Interior and exterior architectural design services: Architectural design integrates engineering concept with practical application through the use of modern technological design methodologies.
- Visual simulation of natural phenomena such as the sun, shadow, wind noise and force, and thermal loads.



Much attention has been paid and much written about the superlative modern planning that underpins life in the city of Rawabi. The architecture, the infrastructure, the technology – each is an essential component of the contemporary Rawabi lifestyle. But as pleasing as our homes and offices may be, everyone knows there is much, much more to life. Fun, companionship and active leisure pursuits are as important to happiness as a well-built home. Rawabi has designed a city that answers all of life's needs – including the quest for great times with family and friends.

AL TAHER CINEMA CORP. BRINGS ITS MOVIE THEATRE MANAGEMENT EXPERTISE TO RAWABI

To facilitate this leap into the 21st century of movie-going, Al Taher, a Jordan-based regional powerhouse in the construction and management of modern cinemas, has brought its theater construction experience to the building of Taj Rawabi. General Manager Ibrahim Al-Taher expressed his delight at his company's first project in Palestine. "We take great pride in working with the city of Rawabi to realize its vision of the future - one in which the Palestinian people can fully join in the modern cinematic experience. The theater we're building rivals any multiplex in the region in terms of elegance and technology. It's with great excitement that we look forward to the launch of the project, and we look forward to future cooperative efforts as well."

A FULL-SERVICE, INTEGRATED MOVIE-GOING EXPERIENCE As you enter the lobby of Taj Rawabi, you'll be greeted by an exciting film poster gallery featuring current offerings and "Coming Soon" productions. Step up to the refreshment counter to lay in a small supply of popcorn, candy or nachos and a cold soft drink – because what's a movie without a little snack?

Forget standing in the ticket line unless you want to! Taj Rawabi is totally e-ticket enabled. Our online services allow you to check movie times, buy advance tickets with a credit card, reserve a seat, walk right in and enjoy - all by showing the bar code on your smart phone.

FIVE STANDARD QUALITY SEATING THEATERS AND TWO VIP LUXURY HALLS

Taj Rawabi's seven theaters can accommodate 600 viewers at once in organized comfort. In addition to the five standard cinema halls, Taj Rawabi also features two VIP luxury cinemas seating 25 persons each, available for private rentals for birthdays, small groups and

celebrations. The upgraded cinemas feature larger seats with a deeper recline and foot rests and retractable food tray tables for the viewer's convenience.

FUN AND ENTERTAINMENT IN THE CITY CENTER

Taj Rawabi is located in the heart of Rawabi's city center. Steps from the front door of the multiplex, visitors will find a mall, an exciting video arcade and welcoming blocks of pedestrian-only plaza for strolling and browsing. For an afternoon of relaxation and multi-faceted entertainment, a trip to Taj Rawabi will delight family and friends for hours. Top off your visit with a sit-down meal or a quick bite from a wide range of restaurants. No matter what your taste buds ask for, you'll find the answer at one of Rawabi's many delightful dining establishments – burgers, Asian stirfries. Mediterranean tapas or traditional Palestinian mixed grill – the food offerings are fresh, tasty and close at hand.











WaDina...

WHERE THE MAGIC OF NATURE MEETS
THE JOYS OF ENTERTAINMENT



WaDina is a piece of our beautiful homeland that carries within it the essence of the earth and the dream of life. Filled with the nature of Palestine, WaDina is an area rich with blossoming flowers, olive, hawthorn and oak trees, thyme and sage growing wild. Fed by the natural springs of Ein Ajoul and Ein Dara, a verdant paradise beckons spring and summer to local residents of nearby towns and villages. The lovely land of WaDina has been designated for recreational use within the city limits of Rawabi. More than 135,000 square meters of green space has been incorporated into a plan that will include entertainment, sports and cultural facilities overlooking the green hills.

A MODERN CITY MEETING THE NEEDS OF SOCIETY

Curated green spaces are important for healthy modern societies and cities From its first planning stages, Rawabi included abundant green space in the masterplan of the city, aware of the impact that outdoor recreation has on human health and well-being. WaDina will serve as a regional park area, not just for residents of Rawabi, but a destination for all Palestinians to enjoy with family and friends. Walking trails, sports fields, seating and picnic areas and an area designated for entertainment will make the natural wonders of WaDina accessible to all.

ART AND CULTURE HAVE A NEW DESTINATION

In the very heart of WaDina sits
Palestine's newest architectural
masterpiece: the outdoor Roman-style
amphitheater which brings modern
entertainment choices to Palestinians in
a traditional cultural setting. Performers
and artists from around the world will
be featured at festivals and shows
throughout the year.

MORE OUTDOOR RECREATION OPPORTUNITIES ARE ON THE WAY!

At WaDina, Rawabi is well on its way to

creating Palestine's all-new destination for fun, outdoor sports and cultural excursions for families and friends. In just a few months, adventure seekers will find a new, first- in-Palestine "zip-line", a truly thrilling experience for nature lovers. Also at WaDina, rock-climbing walls are being prepared for climbers of all skill levels; fitness enthusiasts will find a new challenge to test their skills and strength, properly equipped and under the supervision of guides trained to lead the activity.

Zip-liners and climbers can relax and focus on nothing but fun, knowing the line and the wall are well-maintained and regularly inspected, and that every

safety protocol established for these sport activities is rigorously adhered to.

MILS B A B I II AA

MODERN SPORTS FACILITIES

WaDina has public sports facilities for individual and group competitions and games. With a 500 square meter area designated for volleyball courts and a 1,000 square meter football pitch being groomed, healthy competition among friend groups and family members is just around the corner. Walking, jogging and cycling trails will be established and maintained throughout the park.

WADINA IS PROOF OF LOVE FOR THE LAND AND RESPECT FOR THE ENVIRONMENT

All of Rawabi has been designed to incorporate the elements of the landscape while being as environmentally friendly as possible, and WaDina is no exception. Environmental experts consulted with

the engineers and architects of the park area to ensure that minimal impact and maximum preservation goals were achieved.

An example is that the pebbles and stones left over from the stone cutting processes at Rawabi will be used to create walking and jogging paths that are accessible to all. Most of WaDina's terrain is too rough and steep to be used except by extremely fit hikers, and the groundcover often creates thorny obstacles. Carving slender paved tracks through the hills and encouraging hikers to stay on groomed trails and to pack out trash will actually serve to protect the environment. Thus, land that was of limited agricultural value has been transformed into a recreational hub, where Palestinians can enjoy the great out-ofdoors without causing damage to it, much as is the practice in other parts of the world. Future generations will take pride in this skillful and useful transformation of the land into an area all can appreciate.















RAWABI AMPHITHEATER

AN ARCHITECTURAL MASTERPIECE GRACES THE HILLS OF PALESTINE

Imagine for a moment the sound of singing and music, the rhythms of traditional Palestinian debke being danced on a stage, blending with the laughter and applause of an audience singing along with the performers. Close your eyes and picture yourself seated in Rawabi's open-air amphitheater, enjoying a world-class stage show with the soft evening breezes of summer all around. The breezes carry onward the message that Palestinians are lovers of art and culture, and that Palestinian voices also sing of peace, love and freedom. In our love of the arts, we reaffirm our love of life itself, and our desire to be remembered on this earth having made a lasting contribution to human civilization.

PALESTINE'S LARGEST OUTDOOR AMPHITHEATER

Rawabi's amphitheater is the largest of its kind in Palestine and one of the largest amphitheaters in the Middle East, designed to accommodate more than 15,000 people seated in comfort in four semicircular cascading tiers. Unfolding like a fan on the green hillsides, the audience enjoys a breathtaking panoramic view of the landscape all around.

Although Romanesque in style, the amphitheater is a modern marvel of 21st century construction and includes early warning fire alarms, safety railings and multiple emergency exits. The stairways and walking paths are well lighted so that even while a performance is underway, entrances and exits are made in total safety. Natural light is balanced with manmade and shaded areas protect spectators from the direct rays of the sun.

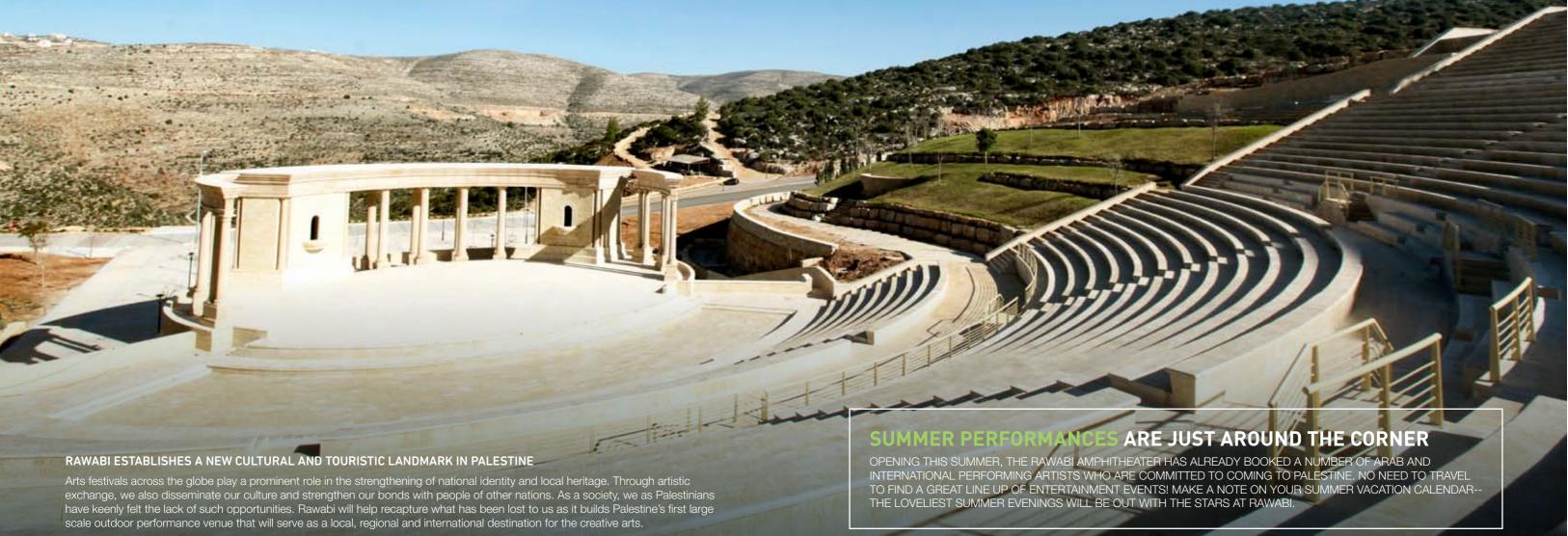
RAWABI AMPHITHEATER... A SENSE OF THE PAST IMBUED WITH MODERN STYLE

The Rawabi amphitheater is reminiscent of the structures that graced our hills in the days of the Roman Empire, the remnants of which are still seen today throughout Palestine. Constructed from the gold-hued Rawabi limestone that forms the mountains upon which the venue is built, the amphitheater, like all of Rawabi, glows as if lit from within at certain times of day. The large stage covers more than 1000 square meters in total, 700 of which are allocated to the performance area and 300 dedicated for the orchestra, built to host large casts and ensembles. With a high-tech sound system, advanced lighting, special effects and multimedia capabilities, today's most exciting shows will be performed as they are anywhere else around the

world. International superstars will find spacious, comfortable and private preand post-performance areas backstage. News media and camera crews will also be assigned to optimal areas for live recording and broadcasting.

PUBLIC AMENITIES

Performance goers will find a well-planned, accessible facility that accommodates all ages and persons with special needs. Parking is nearby and plentiful, with easy to navigate, wide walkways for ease of use. Special VIP luxury boxes with prime viewing seats are available for rental, as well as for pre- and post-performance entertaining. The entire complex features a number of dining and refreshment options, including some restaurants with views of the stage.





FURTHERING COMMON GOALS FOR ADVANCEMENT WITH HARVARD UNIVERSITY

Thanks to momentum generated by international media reports celebrating Rawabi as a "Palestinian success story," universities across the world are keenly focused on progress being made in the city. Harvard University, one of the world's most prestigious academic institutions, has been directly engaged with Rawabi for several years. Professors, students and deans of the university visit Rawabi regularly to study the course of its development. In 2013, Harvard Business School (HBS) created and launched a seminal case study on Rawabi to be taught to students, a profound honor and mark of distinction for the city and Palestine as a whole.

MASRI HOSTS DEAN'S COUNCIL CLOSING GALA FOR HARVARD'S JOHN F. KENNEDY SCHOOL OF GOVERNMENT

Last month in London, Bashar Masri co-hosted the Kennedy School's Dean's Council closing reception dinner with the Dean of Harvard College, Douglas W. Elmendorf. The forum's events were highlighted by an interview with David Rubenstein, co-founder and CEO of the Carlyle Group. Panel discussions covered urgent global issues, including: "The Refugee Crisis: Human Rights Challenges and International Solidarity," "International Business and Government: The Past, The Present, and The Future," as well as "Extremism, Security, and International Relations: The New Normal." Harvard's distinguished deans welcomed a number of important political and economic dignitaries at this year's event, including Yvette Cooper, British Member of Parliament for Normanton, Pontefract, and Castleford and Tharman Shanmugaratnam, the Deputy Prime Minister of Singapore.

HARVARD BUSINESS SCHOOL HOSTS RAWABI FOR CASE STUDY LECTURES

HBS once again welcomed Bashar Masri as a guest lecturer speaking on the topic of the city of Rawabi. This year's classroom discussions introduced new challenges faced by the city as it moves forward in development. With the water issue solved and residents now moving in, Rawabi's newest quest is to jumpstart the city's economic development as a stand-alone urban commercial hub. In the course of his visit, Masri met with members of the Dean's Council, faculty members and students, including a number of Palestinian graduate and undergraduates. Harvard brings "the best and brightest" minds from its Business School, the Kennedy School of Government and Design School to a joint effort with the city's developer to devise solutions that may serve as models for future growth.

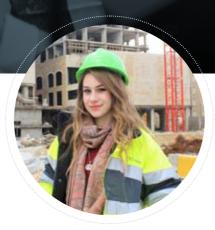
MASSARAK...

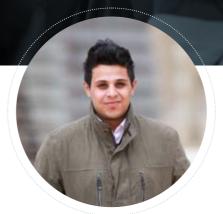
PREPARING STUDENTS FOR LIFE AFTER COLLEGE

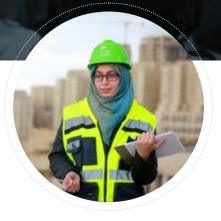
Massarak ("your path") is a one of the most pioneering work-study programs in Palestine. The program, developed in coordination with several local universities, prepares students with specific skillsets designed to meet the needs of the Palestinian labor market. The gap between theoretical knowledge and practical skills is always problematic, but particularly so in an economic environment where unemployment rates are high and job opportunities are limited. To combat this trend, Massar International, through the Massarak program, has developed targeted training programs in a number of fields that will allow students to gain hands-on experience during their university years and help new graduates to find long-term employment.

Massarak brings students right into the workplace and assigns them job tasks related to their fields of study. This training period helps them to apply the knowledge they acquire in the classroom to real life work challenges. Working side-by-side with seasoned professionals, they develop an understanding of workplace etiquette, gain self-confidence, and start to build their own networks within their chosen fields.

Since its inception a few years ago, Massarak has helped develop solid career foundations for more than 100 Palestinian students and new graduates. The program is also open to university students from other countries, allowing them to participate actively in dialogue and knowledge exchange with our students and our workforce, thus contributing to the sustainable development of a new knowledge-based economy in Palestine. The Massarak program has proven its value to the long-term development of students and graduates by giving them work experience and practical skills. Several Massarak students and graduates with outstanding job performance records were recruited to permanent positions at Rawabi and in other Massar International companies. As the program progresses, the university-private sector network needed to sustain it will continue to be expanded to include more participating local and international universities.







"When I graduated from Birzeit with a degree in Architecture, I hoped to find an opportunity where I could test and prove my competency and to further refine my skills. Through Massarak, I was given the chance to apply what I've learned while designing and implementing new projects on the ground. I gained practical experience and also built my communications skills and learned to work as a member of a team. Everything I learned will be useful to me in the future. At Rawabi, serious, committed employees like me find their hard work very much appreciated. I am thankful to the city's developer for the investment they are making in the next generation of work professionals."

Katrina Yousef Hamadneh Architecture, Birzeit University

"The job market in Palestine was pretty tight when I graduated from school, and I was looking for a job that would allow me to provide for myself. Massarak helped me in that effort by giving me a chance to gain work experience and to acquire practical skills. After joining the public relations and marketing staff at Rawabi, I began to develop myself rapidly. Dealing with different customer groups in a fast-paced work environment gave me a lot of self-confidence; I was treated as any other employee. Today, knowing that I have that experience under my belt, I can look to the future with much more confidence. I have strongly encouraged my friends to take part in the program."

Yazan Abdul Hadi Political Science, Al-Najah University

"I submitted an application to join COOP program during a joint workshop held at the university to introduce Massarak. This opened the door for me to obtain training for eight months during my senior year. At the start, I was reluctant to join the program because I was afraid that it might have a negative effect on my studies, but on the contrary, I continued working on my university projects and my supervisors supported me. I gained a lot of experience, skills, and knowledge. I worked under pressure as if I were an ordinary employee. It was a golden opportunity to participate in and learn from the process of building a Palestinian city of this size in an integrated way."

Farah Yousef Hamdouni
Civil Engineering, Al-Najah University

Massarak Program Team: +970 2 294 7555



MORE ROUND-TRIPS ON THE Rawabi - Birzeit - Ramallah Route



Dear Rawabi Residents, Employees and Visitors:

For your convenience and comfort, we're increasing the frequency of the service schedule on the round-trip Rawabi-Birzeit-Ramallah bus route. Please find the updated timetable below:

Shuttles between Rawabi and Ramallah

From Rawabi	7:30	7:50	8:30	9:15	9:45	10:30	11:15	12:00	12:45	13:30	14:15	15:00	15:45	16:30	17:15	17:45
From Ramallah	7:00	7:15	8:00	9:15	9:45	10:30	11:15	12:00	12:45	13:30	14:15	15:00	15:45	16:30	17:15	18:15

Shuttles between Rawabi and Birzeit

From Rawabi	7:30	7:50	8:30	9:15	9:45	10:30	11:15	12:00	12:45	13:30	14:15	15:00	15:45	16:30	17:15	17:45
From Birzeit	7:15	7:30	8:15	9:30	10:00	10:45	11:30	12:15	13:00	13:45	14:30	15:15	16:00	16:45	17:30	18:30

*The cost per ride is set at 3 shekels for the Rawabi-Birzeit route.

*The cost per ride is set at 6 shekels for the Rawabi-Ramallah route.

INTERNATIONAL UNIVERSITY DELEGATIONS FROM AROUND THE WORLD VISIT RAWABI















THE IDOL' MOHAMMED ASSAF

BRINGS THE STRUGGLE AND THE DREAMS OF PALESTINE TO THE WORLD

The film "The Idol" from Palestinian director Hani Abu-Asad recounts the journey of Mohammed Assaf from a refugee camp in the Gaza Strip to superstardom in the Arab world. Determined to pursue his dreams and to share his love of singing with a wider audience, Assaf rises above the difficult circumstances of his youth to win the Arab Idol competition, opening the doors to a level of fame and success even he had not imagined.

PARTICIPATION IN THE FILM'S PRODUCTION

the challenges of being a Palestinian and the resilience of the human spirit, the city of Rawabi invested in Abu Asad's latest film production. In many ways, the inspiring story of young Assaf draws parallels to the story of Rawabi itself, rising above a great many challenges to achieve success and to create a new reality. In striving for excellence and in the audacity to hope, Rawabi and Assaf share much in common. The "phenomenon of Mohammad Assaf" is a metaphor for the many complex facets

of daily Palestinian existence - from the suffering and endurance in the face of siege, war and poverty to the tearful joy of success - ending long years of struggle overcome through sheer determination.

THE SECOND PARTICIPATION IN AN INTERNATIONAL PALESTINIAN FILM

"The Idol "is the second of two Abu Asad-directed films in which the city of Rawabi has made a direct investment. "Omar", the 2013 two-time Oscar nominee, was the first Abu Asad film

in which Rawabi participated as an investor. Paradise Now, one of the director's earlier works, received a Golden Globe Award for Best Foreign Language Film. Since his Arab Idol triumph, Mohammed Assaf has visited the city of Rawabi during his travels across Palestine. He toured the City Center, the residential neighborhoods and new areas under construction, making new friends and posing for shots with delighted residents and employees. While touring the outdoor Roman amphitheater at Wadina, the new Palestinian singing sensation expressed a keen interest in returning the city to perform in the near future.





زوار روابسي Rawabi Visitors











- 1. Group of American Businessmen and Business Women
- 2. Majid Al Helo, President, Palestinian Pension Agency
- Tom Cotton, Senator for Arkansas, and Anna Cotton, Attorney - USA
- 4. Participants in Breaking Bread Journeys USA
- 5. Group from Fabian Society UK

















- 6. Group of Chief Executive Officers USA
- Diana DeGette, Representative for Colorado 1st Congressional District, and Luis Gutierrez, Representative for Illinois's 4th Congressional District - USA
- 8. Ann Sofie Lasell, Director Swedish Christian Study Centre in Jerusalem, Anna Hjälm, Ecumenical Officer - World Council of Churches, Erik Törnlund, Freelance Journalist - Sweden

- 9. Delegation from The Olive Tree Initiative USA
- 10. Delegation from Higher Council for Innovation and Excellence
- 11. John Broad, Retired President, Crime Stoppers Organization USA



رواز روابـــــي

















- 12. Kathleen Matthews, Candidate for Congress in Maryland's 8th Congressional District, and Chris Matthews, Journalist & Talk Show Host - USA
- 13. Dave McClure, Founding Partner, 500 Startups Company and Zohre Elahian, Managing Director, Global Catalyst Foundation - USA
- 14. John Harthorne, CEO, Diane Perlman, Chief Marketing Officer, Jordan Aibel, Director of Operations , MassChallenge Organization UK
- 15. Bassem Awadallah, CEO, Tomoh Company UAE
- 16. Legislative delegation from Los Angeles USA

- 17. Bryanna Millis, Senior Technical Advisor, Family Health International 360 Organization - USA
- 18. Delegation from The Methodist Church US
- 19. Michel Zaleski, Chairman of the Board, Sean Hinton, CEO, Mwewa Kapotwe, Investment Analyst, The Soros Economic Development Fund USA
- 20. Delegation from Palestine Standards Institution
- 21. Group from Young Life Organization
- 22. Scott Bollens, Professor, Department of Planning Policy and Design, University of California, Irvine - USA

32

Rawabi Visitors



زوار روابــــي



















- 23. Ayman Odeh, Head of the joint list for the Knesset elections
- 24. Delegation from Palestine Medical Association
- 25. Jemima Sy, Senior Infrastructure Public Private Partnership Specialist, Philippe Marin, Senior Water and Sanitation Specialist World Bank
- 26. Delegation from British Labour Party Councillors

- 27. Brendan McSharry, Director British Council Palestine
- 28. Group from National Union of Students (NUS) UK
- 29. Artists thru Jerusalem Season Of Culture
- 30. Delegation from Conservative Future Organization UK
- 31. Delegation from Americans for a Vibrant Palestinian Economy (AVPE) USA





















- 32. Ahmad Tibi, Leader Arab Movement for Change
- 33. Luiz Fernando Carvalho, Minister Counsellor, Leandro Vieira, First Secretary, Lubna Touma, Assistant Representative Office of Brazil to Palestine
- 34. Eric Fingerhut, CEO, and Group of Directors, Hillel International Organization - USA
- 35. Delegation from The Socialist Youth of Germar
- 36. Participants of "Wassalny" Program, Organized by Business Women Forum and Funded by the U.S. Consulate General in Jerusalem
- 37. Delegation from Evangelical Lutheran Church USA

- 38. Josh Weston, Honorary Chairman, Automatic Data Processing Inc., and group of Businessmen & Business Women from New Jersey USA
- 39. Group of Entrepreneurs South Africa
- 40. Sir Harry Solomon, Co-Founder, The Portland Trust UK
- 41. Nancy Lindborg, President United States Institute of Peace
- 42. Fawwaz Talib, Vice of Director, Ihsan Flanh, Coordintion Administrator for Deputy Director, Medhat Qlawleh, Deputy Director of Public Relations and Media, Ra'aft Dawabsheh, Operations Deputy Director - Police of Ramallah & Al Bireh Governorate



زواز زوابـــــي

















- 43. Merza Hasan, Executive Director, Matthew McGuire, U.S. Executive Director, Steen Jorgensen, Sector Director for Human Development, The World Bank Group USA
- 44. Sir Edward Lister, London Deputy Mayor for Policy & Planning UK
- 45. Delegation from House of Lords and Parliament Members UK

- 46. Delegation from U.S. Army Veterans
- 47. Donald Elliott, Director, Clarion Associates, Denver USA
- 48. Delegation from Palestinian Bar Association
- 49. Mark Takano, Representative for California's 41st Congressional District USA
- 50. Luke Johnson, Chairman, Risk Capital Partners Firm UK

زوار روابی Rawabi Visitors













- 51. Group of Young Political Leaders UK
- 52. Delegation from The Clergy of The Church of England \mbox{UK}
- 53. Delegation from J Street Organization USA
- 54. Elliott Abrams, Senior Fellow Council on Foreign Relations, served as Deputy Assistant to the President and Deputy National Security Advisor USA
- 55. Delegation from Kids4Peace International Organization USA