

Opening doors

The Abdul Latif Jameel Magazine

Winter 2016

In this month's issue we talk about

Abdul Latif Jameel Energy
helps to shape the
future at COP22

Featured Articles

Jameel League sponsorship hits the target

Cities on the Move

J-WAFS researchers bid to strengthen China's food system

Global experts gather for J-WAFS desalination workshop

Abdul Latif Jameel has been investing from the heart of Arabia across the promising MENAT region and beyond for over seventy years – shining a light on new opportunities for investment and growth. Trusted to open new doors; now, we are opening more.

Helping people who strive for better, to have better: better means; better lives; better prospects. Helping businesses who look further, to reach further. Into new markets, new homes, and new considerations.

We can do this because we are determined in our quest for new potential; and we succeed because we never lose sight of why this matters. In this magazine, we showcase our investment in the development of the economies and the quality of life of people in the region.

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Editorial Team – You can contact the editorial team by sending an email to editor@aljmagazine.com.
The term "Abdul Latif Jameel" refers broadly to several distinct, separate and independent legal entities. Abdul Latif Jameel is not itself a corporate entity, association or conglomerate run by an overarching parent company but merely refers to a group of distinct and wholly separate legal entities that are collectively referred to as Abdul Latif Jameel. Abdul Latif Jameel is not a corporate group as defined in section 1161(5) of the Companies Act 2006.

Abdul Latif Jameel Energy helps to shape the future at COP22



COP22 Panel "Renewables in the Middle East & North Africa: Mission Possible" by IFC. Roberto De Diego Arozamena, CEO of Abdul Latif Jameel Energy seated center.

Roberto De Diego Arozamena, CEO of Abdul Latif Jameel Energy, was among the influential leaders who gathered in Marrakech, Morocco, last month for the United Nations Climate Change Conference 2016 (COP22).

COP22 focused on the actions needed to achieve the priorities of the 2015 Paris Agreement, where 195 nations pledged to keep global warming below 2°C by the end of the century. The agreement came into force on November 4, 2016, just three days before the start of COP22.

Both the public sector and private enterprises will need to work together to establish projects that allow countries to grow on a low-carbon path.

Mr De Diego Arozamena represented Abdul Latif Jameel Energy throughout the 11-day event. He also took part in a discussion panel - Renewables in the Middle East & North Africa: Mission Possible - following an invitation from IFC (World Bank Group).

IFC has already provided more than
US\$ 15 billion
in long-term financing for renewable energy and other green investments.

Although several countries in the Middle East and North Africa are focusing on solar power, many industry commentators believe there is still a huge untapped renewable energy potential in the region.

Mr De Diego Arozamena was among five panelists to consider what needs to be done to accelerate investments in renewables. He was joined by Erik Becker, Manager (Infrastructure) of IFC MENA, Daniel Calderon, CEO of Alcazar Energy Partners and Nadim Kassar, General Manager of Fransabank. Chris Antonopoulos, CEO of Lekela Power, completed the panel, which was moderated by James Kynge, Emerging Markets Editor at the Financial Times.

Since the Paris Agreement was adopted in December 2015, a total of 189 countries have submitted their national plans that target aggressive growth in climate solutions—including renewable energy, low-carbon cities, energy efficiency, sustainable forest management, and climate-smart agriculture. These plans, called Nationally Determined Contributions (NDC), offer a clear roadmap for investments that will target climate-resilient infrastructure and offset higher upfront costs through efficiency gains and fuel savings.

An IFC report shows that the historic global agreement adopted in Paris helped open up nearly \$23 trillion in opportunities for climate-smart investments in emerging markets between now and 2030.

The study, based on the national climate-change commitments and policies of 21 emerging-market economies, (representing 48% of global emissions), identifies sectors in each region where the potential for investment is greatest.

This includes:

East Asia and the Pacific: green buildings—where China, Indonesia, the Philippines, and Vietnam show a climate-smart investment potential of US\$16 trillion.

Latin America and the Caribbean offer the next largest opportunity—particularly in sustainable transportation, where the potential for investment in Argentina, Brazil, Colombia, and Mexico is about US\$ 2.6 trillion.

South Asia: Opportunities are mostly seen in climate-resilient infrastructure, where US\$ 2.5 trillion of opportunities exist in India and Bangladesh.

Sub-Saharan Africa represents a US\$ 783 billion opportunity—particularly for clean energy in Cote d'Ivoire, Kenya, Nigeria, and South Africa.

Eastern Europe, with its biggest markets—Russia, Serbia, Turkey, and Ukraine—shows a combined investment potential of US\$ 665 billion, mostly in energy efficiency and new green buildings.

Middle East and North Africa: the total climate-investment potential for Egypt, Jordan, and Morocco is estimated at US\$265 billion, over a third of which is for renewable-energy generation, while 55% (US\$ 146 billion) is for climate-smart buildings, transportation, and waste solutions.



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Cities on the Move

Planning for the future with New Cities Foundation

Senior representatives of Abdul Latif Jameel visited the Far East in November, following the group's nomination as an Innovation Member of the New Cities Foundation (NCF).

The NCF is a non-profit organization that aims to foster urban innovation and entrepreneurship to enable cities to become the drivers of economic, social and environmental progress.

Hassan Jameel, Deputy President and Vice Chairman of Abdul Latif Jameel Domestic Operations, flew to Tokyo, Japan, for the third 'Cities on the Move' event hosted by the NCF.

The Cities on the Move conference brought together around 150 of the most insightful voices from policy, industry, design, technology, architecture, economics and sociology around the world, to explore the many facets and changing nature of urban mobility. It provided global leaders with the chance to discuss how an urban mobility revolution could benefit billions of people around the world.

From the expected reduction in the private ownership of cars, through

to the systems that will power future commutes, realizing the promise of new technologies will be key to the continued development of the planet's most successful cities.

Hassan Jameel said: **"By thinking more innovatively about how transportation works within the city, how roads are built and how movements within cities are made, we can help unleash the potential of cities – and their inhabitants – to drive economic, social and environmental progress. Working with partners at the NCF, we hope to help this vision become a reality."**

Being part of the NCF gives Abdul Latif Jameel an opportunity to reflect on the success of cities around the world and apply those learnings within Saudi Arabia. The business is already working on a program to alleviate traffic congestion and improve road safety in Saudi Arabia's major cities.

In line with the objectives of the NCF, it hopes to initiate further programs in future as part of its on-going US\$ 2 billion investment aligned to the government's Vision 2030.

Hassan Jameel added: **"As one of the largest Toyota distributors in the MENAT region, mobility is clearly a very important issue for us. But harnessing the potential of mobility to help deliver wider benefits to society is about more than selling vehicles. It is about considering new approaches to mobility that are more efficient and more sustainable."**

Our membership of the New Cities Foundation will help us develop a strong network of contacts, to share information and work together to help achieve this bold ambition."



Hassan Jameel, Deputy President and Vice Chairman of Abdul Latif Jameel Domestic Operations.



New Jeddah facility inaugurated

Abdul Latif Jameel Machinery has strengthened its position across Saudi Arabia by inaugurating a state-of-the-art facility in Jeddah.

The facility, in Jeddah's Al Nakheel district, offers a range of services for the industrial and heavy machinery sector. It contains multiple workshop bays, a component rebuild workshop and a lubricant sampling laboratory.

Young Saudi talent will also get the opportunity to experience a specialized work environment in the facility's competence development center.

Representatives from Abdul Latif Jameel, Komatsu Ltd and the Embassy of Japan in Saudi Arabia – including the Ambassador, His Excellency Mr Norihiro Okuda – attended the inauguration ceremony.

Hassan Jameel, Deputy President and Vice Chairman of Abdul Latif Jameel Domestic, said: **"This facility will expand our capability to deliver global-standard services quickly and more efficiently. It also complements our commitment to supporting the government of Saudi Arabia's economic diversification initiatives."**

Tetsuji Ohashi, President and Chief Executive Officer of Komatsu Ltd, said:



"Komatsu's history in Saudi Arabia began in the late 1960s... [and] this facility will reassure our customers of our continued support to Komatsu's products and demonstrates a long-term commitment to the Saudi market."

Abdul Latif Jameel Machinery is a leading provider of commercial vehicles, heavy equipment and generator sets in Saudi Arabia. It sells, rents and provides parts and services for global, industry-leading brands including Komatsu, Manitou, Foton-Loxa and Teksan Generators.



Attendees representing the Embassy of Japan in Saudi Arabia, Sumitomo Corporation, Sumitomo Corporation Middle East, Komatsu Ltd., Abdul Latif Jameel and Abdul Latif Jameel Machinery at the ribbon-cutting ceremony.



FRV says ¡Hola! to Mexican project



Fotowatio Renewable Ventures (FRV) will generate 270 jobs and enough green electricity to supply 76,100 homes after securing a 300 MW solar project in Mexico.

FRV, a leading global developer of utility-scale solar power plants (part of Abdul Latif Jameel Energy), was successful in the second competitive auction staged this year by the National Energy Control Center (CENACE) of Mexico. The deal sees FRV extend its global footprint and enter the Mexican market at US\$ 26.99/MWh.

Construction of the plant will begin in mid-2018. It will be operational by mid-2019, and will reduce greenhouse gas emissions by almost 98 million tons of CO2.



In July 2015, FRV's La Jacinta solar plant (pictured) began operations in Uruguay, making the country home to one of the largest solar photovoltaics projects in Latin America. FRV now has a 4.5 GW development portfolio in emerging solar markets, including Australia, the Middle East, India, Africa and Latin America.



"Mexico is one of the world's richest markets in renewable energy sources, which presents numerous opportunities for FRV and international investors."

"FRV's success in this auction marks a milestone as it further expands the company's footprint in Latin America and supports its global growth plans."

Rafael Benjumea, Chief Executive Officer of FRV

J-WAFS researchers bid to strengthen China's food system

Two teams of researchers, which are partially funded by seed grants from the Abdul Latif Jameel World Water and Food Security Lab (J-WAFS), have partnered with the Walmart Foundation in a bid to strengthen China's food system and supply chain design.

The researchers are drawn from the MIT Sloan School of Management and the MIT Center for Biomedical Innovation. They are working to develop predictive models to proactively manage risks related to food contamination – particularly economically motivated adulteration – in global food supply chains.

As well as strengthening China's food system, they also hope to support industry food supply chain design, best practices, and government oversight.

Yasheng Huang, the International Program Professor in Chinese Economy and Business at MIT Sloan, and MIT Professor Anthony Sinskey, Faculty Director of MIT's Center for Biomedical Innovation (MIT CBI), will work with Retsef Levi, the principal investigator in the food safety project.

J-WAFS seed grants fund research with the potential to have a significant impact on issues of water and food supply.



Photo Credit: Megan Hodges

“Food supply chains are often under economic pressure because of a range of factors, including weather effects, epidemics like the avian flu, competitive pressure, and pricing dynamics. These pressures could create situations in which firms and individuals could benefit financially from adulterating food ingredients and products, risking the health of consumers.”

“We hope this collaboration, both at MIT and with collaborators in China, makes a difference by leveraging our knowledge of food safety risks and creating risk management systems that benefit China and other countries.”

Retsef Levi



Participants of MIT's Low Carbon Desalination Workshop, which explored the potential for reducing the carbon footprint of desalination plants.
Photo Credit: MIT (David L. Chandler).

Global experts gather for J-WAFS desalination workshop

The efforts of experts from 11 different countries have been hailed as “crucially important” after they gathered at MIT in October for a two-day desalination workshop.

The event was organized by the Abdul Latif Jameel World Water and Food Security Lab (J-WAFS) and its director, John Lienhard.

The workshop explored different ways to reduce or eliminate the carbon footprint of seawater desalination plants. Participants discussed the technological, economic and regulatory issues that need to be tackled as the world attempts to provide access to clean water with a minimal carbon footprint.

In doing so, they considered desalination solutions at all scales, from small local installations through to megaprojects.

The experts also framed a report that was delivered in November at the 22nd session of the United Nations Framework Convention

on Climate Change, COP22, in Marrakesh, Morocco. The aim is to map out the areas where research and development, and demonstration projects are most needed and could yield the greatest benefits.

Maria Zuber, MIT's Vice-President for Research, told the participants “**what you are doing is so crucially important**”. She added: “**We need a breakthrough on this, and thanks to the efforts of all of you, I think we’re going to have it.**”

A final report from the workshop will be produced during winter 2016 to outline “what are the priorities for research funding, what are the barriers, and how to prioritize the work.”

John Lienhard, Director, Abdul Latif Jameel world water and food security lab.

Toyota Turkey 'honking' campaign triumphs at MediaCat Felis awards



Toyota Turkey is celebrating after its 'Don't Honk Your Horn, Don't Disturb The Peace' campaign received international recognition at the 11th annual MediaCat Felis Awards.

The campaign saw a giant billboard installed in Mecidiyeköy, Istanbul, an area with some of the worst congestion in the city.

The billboard counted the number of car horns 'honked' in the area during a 24-hour period. It then displayed the number live to encourage other drivers not to use their horn.

The campaign secured a Felis Award in the Outdoor Use section, where it was judged to have successfully highlighted the negative effects of using car horns.

The Ministry of National Education, the Ministry of Environment and Urban Planning, the Ministry of Health, and the General Directorate of Security Affairs all supported the 'Don't Honk Your Horn, Don't Disturb The Peace' project.



FRV celebrates 10 years as renewable energy leader

Fotowatio Renewable Ventures (FRV) is celebrating 10 years of success as a world leader in renewable energy.

Founded in 2006 and acquired by Abdul Latif Jameel in 2015, FRV is an independent producer of photovoltaic solar, and more recently, wind energy.

Since its establishment, the company has completed the construction, operation, maintenance and financing of over 650 MW of photovoltaic and CSP solar energy plants. These projects represent more than US\$ 2.5 billion in total financings with more than 20 leading banks.

Following significant growth over the past decade, it now operates across five continents and has a 4.5 GW development portfolio in emerging solar markets.

In 2016, FRV's milestones included its first project in Jordan, two new power purchase agreements in Australia and being awarded 300 MW in Mexico's second power auction.

Future plans include further expansion in key markets such as Australia, India, Latin America and the Middle East, North Africa and Turkey (MENAT), where the



business's acquisition by Abdul Latif Jameel has helped it to significantly strengthen its presence in the region.

"We take great pride in completing a decade as a global leader in the renewable energy market, thanks to the team, clients, suppliers and partners who have made it possible. We want to remain the preferred partner in the energy industry for investors, suppliers and governments, as well as a reference in the renewable energy sector worldwide".

Rafael Benjumea, CEO of FRV,

Toyota Du Maroc advances the use of hybrid cars at COP22

Executives and team members from Toyota Du Maroc – part of Abdul Latif Jameel Motors – attended November’s COP22 meeting in Marrakesh, Morocco, to promote the use of hybrid vehicles.

Two key environmental initiatives were agreed.

Toyota Du Maroc signed a three-year agreement with Wafa Assurance, the number one insurer in Morocco, to provide Wafa customers with a hybrid vehicle as a replacement car if theirs is immobilised for repair following an accident. Wafa will use a fleet of 80 Toyota hybrid cars.

The Toyota hybrid cars were also used to transport congressmen for free during COP22. They were available via a special view on the Uber app. More than 12,000 trips were taken during the event, reducing CO₂ emissions while exposing riders to the benefits of hybrid vehicle technology.



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The second initiative was the launch of UberGREEN during COP22, with a fleet of Uber taxis solely comprised of Toyota Prius and RAV4 hybrid vehicles available for both COP22 participants and local residents.

These two programs form a core part of Toyota Du Maroc’s drive to popularize hybrid vehicle technology, support the Moroccan government’s green initiatives and bring the best of new technology to Moroccan consumers.

It was also announced that future finance legislation in Morocco will exempt all hybrid and electric vehicles from the annual road tax.



Adil Bennani, Country General Manager, Toyota du Maroc, and Ali Harraj, Président-Directeur Général, Wafa Assurance at the signing ceremony.



US Ambassador to Morocco, Dwight L. Bush, Sr., takes a ride in a Toyota Prius hybrid from Toyota Du Maroc.
Photo Credit: US Embassy Morocco



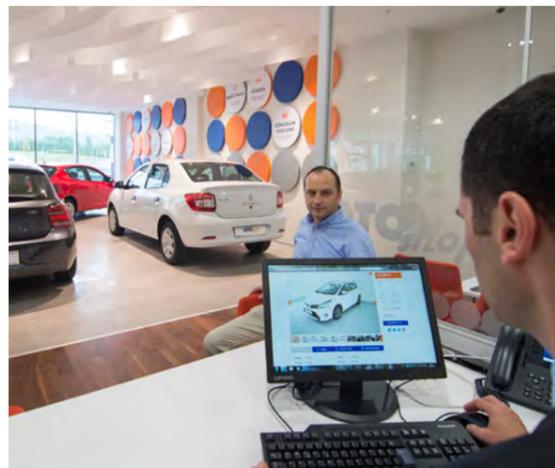
HE Dr. Hakima El Haite, Minister for Environment, Morocco, with the Toyota Prius hybrid from Toyota Du Maroc.



UBER



Eyes on the road as OTOshops launches in Turkey



Ali Haydar Bozkurt, President and CEO, Abdul Latif Jameel Turkey
and Tuğrul Denizaşan, OTOshops General Manager



Abdul Latif Jameel has revealed ambitious plans to revolutionize Turkey's used-car market after launching OTOshops, its new used-car brand, in 13 locations across the country.

More than 2.5 million used vehicles are sold each year in Turkey – treble the volume of new car sales – and OTOshops aims to transform the customer experience with a comprehensive one-stop-shop approach.

All OTOshops vehicles will come with a warranty of up to two years (including roadside assistance), a no-questions-asked, seven-day exchange policy, and financing options within 20 minutes. All registrations are also completed in a maximum of two hours, making used-car purchases more attractive than ever and ensuring OTOshops leads the market.

Tuğrul Denizaşan, OTOshops General Manager, said: **"OTOshops is committed to becoming Turkey's premier used-car**

brand. We pride ourselves on delivering a first-class service to customers, while our range of vehicles and innovative benefits makes buying and selling with us the easy choice. Abdul Latif Jameel Turkey's investment will allow us to grow and advance this offering across the country."

He added: **"With its geographical location, qualified workforce, rich resources and most importantly its dynamic economy, Turkey is making an even stronger place for itself as a model country on the world stage. This has an extremely positive effect on our decision to invest."**

OTOshops has been launched with an investment of 65 million Turkish Lira (approximately US\$ 20.4 million). It opens with 13 locations across Turkey, 12 authorized dealers, and plans to expand to 60 authorized dealers and annual sales of more than 60,000 vehicles in the coming years.

Ali Haydar Bozkurt, President and CEO of Abdul Latif Jameel Turkey, said: **"OTOshops is an innovative brand that will complement our existing offering in Turkey and help us grow in a market with strong fundamentals and a bright future. With markets around the region becoming increasingly competitive, Abdul Latif Jameel Turkey is determined to strengthen and expand its offering and provide best-in-class solutions for consumers."**

Abdul Latif Jameel has been present in Turkey since 1998. Its businesses have been recognized with multiple awards, including being named as one of the country's best employers for the last two years.

كثير التحديق في
أغلب الأوقات...
ويهتم بالأشياء
التي تدور



Start of the road for special needs success

More than 100 parents and teachers who work with special needs children have learned new skills after Abdul Latif Jameel Hospital for Medical Rehabilitation staged an awareness program, in partnership with the Saudi Association for Special Education (Gester).

The program, which operated under the slogan 'Early intervention is the start of the road', reinforced teachers' capabilities and provided parents with the necessary skills and knowledge to handle and address any disability.

Parents and teachers gathered for four hours in Jeddah, Saudi Arabia, to hear discussions on a range of topics. Dr Mahmoud Khalifa spoke about delayed growth and development; Mrs Reem Abdulrazak covered delayed growth and its effect on behavior; and Mr Khaled Alzahrani introduced a worksheet about the importance of early diagnosis and intervention of autism.



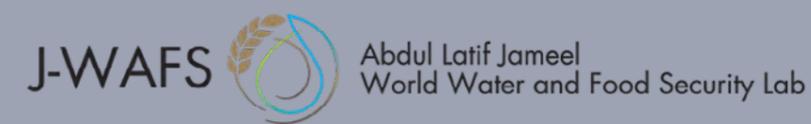
The program also discussed tools and methods to be used by teachers and those responsible for special needs individuals in diagnosis and assessment centers during a child's early years.

J-WAFS secures first corporate research affiliate agreement



Left to right: Xylem CEO Patrick Decker, MIT Associate Provost Karen Gleason, and J-WAFS Director John Lienhard celebrate the signing of the J-WAFS Research Affiliate agreement. Photo: David Sella

The security, safety and efficiency of the world's water and food supplies have received a significant boost after Abdul Latif Jameel World Water and Food Security Lab (J-WAFS) signed its first corporate research affiliate agreement.



Xylem Inc., a leading water technology company, will now partner with the Massachusetts Institute of Technology (MIT) on water and food research. J-WAFS, which was established in 2014, stimulates and coordinates water - and food-related research across the institute.

Xylem CEO Patrick Decker, J-WAFS Director John H. Lienhard V, and MIT Associate Provost Karen Gleason were among those to attend the signing ceremony in November 2016.

John H. Lienhard V said: "With this agreement, J-WAFS is furthering its role of providing resources to the MIT community, and thereby strengthening MIT's ability to solve real problems in securing clean and plentiful water supplies around the world."

Renee J. Robins, Executive Director of J-WAFS, said: "We greatly look forward to deepening MIT's relationship with Xylem. We bring to campus a partner whose exceptional experience in the water sector will contribute to meaningful collaborations around real-world water challenges."

Funding from this agreement will support major research projects, the MIT Water Club, J-WAFS seed research grants, and broader activities including studies, workshops and conferences.



Switch on to the future with Abdul Latif Jameel Electronics

Few markets appear to offer as much potential as Saudi Arabia's electronics and consumer appliances sector.

Both Abdul Latif Jameel Electronics and outside investors believe the country's changing demographics, growing population and high internet penetration create the ideal growth environment.

Saudi Arabia is already the Gulf Cooperation Council's (GCC) largest market for electronics, small appliances and air conditioning. Its population of 31 million people accounts for 45 per cent of the total GCC population, and its electronics market is worth approximately SAR 50 billion (US\$ 13.3 billion) annually.¹

Although traditional physical retail channels are still the dominant route to market in the sector, the government is committed to attracting both regional and international investment to help develop modern trade and e-commerce channels to 80 percent of the retail sector by 2020.¹ To this end, it is easing restrictions on ownership and foreign investment, facilitating the local and regional flow of consumer goods and overhauling necessary regulations. E-commerce, in particular, is seen as having huge potential for consumer electronics. Internet penetration is almost 90 per cent; some reports put it as high as 94 per cent - one of the highest in the world.¹

Saudi Arabia's consumer electronics market grew steadily at 5 to 6 per cent each year between 2003 and 2013.¹ Despite a dip during 2016 due to low oil prices, few observers expect that dip to last long.

Instead, Saudi Arabia's young population – and its growing uptake of ecommerce – will be a key driver to the medium and long-term growth of the sector.

“The smartphone alone accounts for SAR 22 billion of the sector's SAR 50 billion. People here like to be up to date with technology and connected to the rest of the world. They are very tech-savvy.”

“The other areas where we are witnessing growth are appliances – refrigerators, washing machines and small domestic appliances – and air conditioning.”

“The government is placing a lot of emphasis on housing. Half a million new houses are planned. You can imagine the demand that will create for household appliances.”

P. Venkat

The consumer electronics sector is ripe for growth and investment to support the government's objective to address the need for contemporary middle-income housing.

Despite the tough conditions of 2016, the retail business of Abdul Latif Jameel Electronics still achieved growth of 48 per cent. As a sign of its confidence in the future growth potential and its commitment to bringing the best brands and newest technology to the Saudi Arabian consumer, Abdul Latif Jameel Electronics is upgrading 16 existing stores, will open three more by the end of 2016, and deliver a further 11 in 2017. It expects further growth of 20 to 28 per cent in 2017, particularly through online channels.

“Items that can easily be picked, packed, put in a box and sent to the customer by courier is an area with huge demand and it's been growing rapidly. Larger items have their own challenges, but for products like smart phones, TVs, accessories, cooking, fashion, things that are easy to deliver, there's a huge opportunity, and we're determined to be part of it.”

P. Venkat

¹Data sources: GfK Market-i Kingdom of Saudi Arabia Report September 2016.

“The sheer size of the market attracts a lot of attention from investors all over the world. The demand for electronic goods, from the latest gadgets to household appliances, is massive. And given the demographics of the country, it looks set to grow even further over the next few years.”

P. Venkat, Managing Director of Abdul Latif Jameel Electronics





Jordan students to benefit from FRV scholarships

Fotowatio Renewable Ventures (FRV) has signed an agreement with the **University Instituto de Empresa (IE)** in Spain to enable two students from Jordan to study at the university.

The agreement, part of FRV's commitment to developing communities in which it operates, will see the creation of two scholarships at IE, in partnership with the International Finance Corporation, the European Bank for Reconstruction and Development and French sustainable development organization, Proparco.

One of the scholarships has been awarded to student Sarah Riyad al Atiyat, who began her studies in September 2016. The second will be awarded for the academic year 2017-2018.

The grants, called 'Young Talented Leaders Scholarships', follow FRV's investment in two solar energy projects in Jordan (Jordan I and Jordan II) of 65 MWp each.

As well as FRV CEO Rafael Benjumea and President of IE Business School Diego del Alcázar, attendees at the signing ceremony included the Ambassador of Jordan to Spain, His Excellency Mr Ghassam Abdel Rahim Odeh Majali, and representatives from Abdul Latif Jameel, which acquired FRV in 2015, EBRD and Proparco.



Students Awarded Guzman Noya from Uruguay and Sarah Riyad al Atiyat from Jordan

Rafael Benjumea, CEO of FRV, said: "This agreement delivers on one of our top priorities as a business, which is to help develop the communities in which we operate. With these scholarships, we can help give eligible students the opportunity to complete their studies at a first-class university in Spain."



Jameel League sponsorship hits the target

Just over halfway through a six-year title sponsorship deal with the **Saudi Pro League**, now known simply as **'Dawry Jameel'**, Abdul Latif Jameel is continuing to find new ways to leverage the partnership for the benefit of both its business and wider Saudi society.

From job creation programs that invest in Saudi's young population through to initiatives that involve underprivileged children, Dawry Jameel (Jameel League in Arabic) is much more than simply a commercial arrangement.

Football stirs emotions and captures attention unlike anything else. It is the world's largest sport and its dominance in Saudi Arabia is also well established, where it is supported by members of the Royal Family.

It has been played on a National League basis in Saudi Arabia since the 1970s. Fans are passionate about their teams and the biggest games - known locally as 'classicos' and 'derbies' - can attract crowds of up to 60,000.

Even with these large crowds, there is still substantial scope to develop the impact of football in Saudi Arabia, through marketing, merchandising and partnerships. That potential is outlined by a promotional film for the new season, titled 'Giants Of Football' created by the League team, which has been viewed over three million times - with over 14 million impressions - on social media.

For Abdul Latif Jameel, however, the focus is much broader.

"Dawry Jameel is an opportunity to bring people together, to entertain, to engage and to contribute to the on-going development of Saudi society," says Martin Copus.

Through Bab Rizq Jameel - the job opportunities creation arm of Community Jameel - for example, young Saudis can find work such as in-stadium snack sellers at matches. "Bab Rizq Jameel has created 3,500 stadium jobs since our sponsorship began," says Copus. "We also have a program with Saudi orphans who are involved as player escorts, and we recently required our events agencies to include

Bab Rizq Jameel employees in the field crew for any on-field activities we run."

In terms of its commercial possibilities, Dawry Jameel is uniquely placed to reach a large, passionate, tech-savvy young audience. And with talk about the possible privatization of clubs filtering across the country, there could be still further opportunities to leverage the title sponsorship in the future.

"Through Dawry Jameel, our goal is to create programs and events that surprise, entertain and reward fans for spending time with us."

"In May 2016, when Jeddah-based club Al-Ahli won the title for the first time in 32 years, we had six different business units advertising and running initiatives around their programs - including Abdul Latif Jameel Finance, and Abdul Latif Jameel Investments which has just taken on the FedEx Express brand in Saudi Arabia. We've come a long way in a relatively short space of time - and there's still much more to be achieved, not least in leveraging the league sponsorship into sales."



Saudi football facts

DAWRY JAMEEL

Founded 1976

Teams 14

Current champions Al-Ahli (Jeddah)

Most title wins (13) Al-Hilal (Riyadh)

Star player Omar Al Somah (Al-Ahli)



Martin Copus

"The sponsorship is one form of giving back to society, of giving back to Saudi football and indeed to Saudi Arabia."

"Football is the biggest form of entertainment in Saudi Arabia. Major clubs in Europe and Latin America are hardly short of passion and emotion, but it's just as big, if not bigger here for the leading clubs. The game is developing every year, and this year we've seen some surprising results going against the big teams, so it is an exciting time to be involved."

Martin Copus, Head of Sponsorship at Abdul Latif Jameel

New materials handling expo launches in Jeddah

The inaugural Materials Handling Saudi Arabia show enjoyed a stunningly successful launch in November, with Abdul Latif Jameel Machinery as a key industry partner.

The two-day event took place between 28-29 November at the Park Hyatt Hotel in Jeddah, Saudi Arabia, alongside its sister event, the Supply Chain and Logistics Forum.

Industry leaders, experts and businesses came together to share the latest products and services and discuss trends and developments in the sector.

The conference attracted a line-up of 17 expert speakers from a diverse range of industries, sharing their insights into key issues, from maximizing supply chain profits and implementing automated solutions successfully, to

developing the next generation of logistics and supply chain talent.

Abdul Latif Jameel Industrial Equipment – a branch of Abdul Latif Jameel Machinery - was one of 25 exhibitors showcasing its latest material handling systems, including forklifts, storage solutions and equipment aimed at a wide range of industries, from e-commerce, manufacturing and retail, to pharmaceuticals, automotive and food processing.

Supporting Abdul Latif Jameel Machinery was Dawry Jameel (Jameel League), the Saudi Arabian professional football league, which is sponsored by Abdul Latif Jameel. Visitors to the group's 80m2 stand had the opportunity to win VIP tickets to games and pose with Jameel, the league mascot.

"The show was a great success, with over 1,000 attendees over two days. It was a chance for us to showcase our expertise in the materials handling sector, catch up with existing customers and forge new relationships," says Yousef Shaya Al Qahtani, marketing manager at Abdul Latif Jameel Industrial Equipment.



The launch of the new exhibition ties into the rapid growth of the materials handling and logistics sector in Saudi Arabia. One of the stated objectives of the government's ambitious Vision 2030 development strategy is to reinforce the country's position as a "distinctive logistical gateway to three continents". The aim is to raise the country's global ranking in the Logistics Performance Index from 49 to 25, as part of a broader ambition to increase the industrial sector's contribution to GDP to 20% by 2020.

According to a report in September 2016 by research consultancy Solidiance, the Saudi Arabian logistics market was worth US\$ 19 billion in 2015, which equates to 43% of the GCC's total logistics market. The Saudi market had grown by US\$ 1 billion per year over the preceding two years, and the pace of growth is expected to increase significantly as the strategies outlined in Vision 2030 are put into practice. "Every warehouse, depot or distribution hub relies on modern, efficiency-enhancing materials handling equipment to succeed. As government and private sector investment in this area continues, there are clear opportunities for

both ourselves and partner investors to capitalize on these growing opportunities," says Yousef.

Abdul Latif Jameel Machinery represents several materials handling brands in Saudi Arabia, including Toyota Industrial Equipment and

Raymond forklift trucks. Its facilities across the country provide customers with ready access to a wide range of services, including expert advice on purchases, financing solutions, service agreements, onsite repairs and operator training, as well as rapid parts replacement and rental options.



"We were delighted to take part in this exciting new exhibition. It provides a chance to showcase our business, meet with new and existing customers, and ensure we are at the forefront of the sector. At Abdul Latif Jameel Machinery, we strive to deliver the best service and offering to all our customers."

Hesham Saad, director of Abdul Latif Jameel Industrial Equipment



Real people; real stories



Daren Ambrose, Chief Executive Officer, Aftermarket Operations, joined 2013.

Making the most of the Middle East

Teamwork and collaboration are vital to any business's success, which is why Abdul Latif Jameel looks for employees who demonstrate a positive attitude and commitment to excellence in everything they do. Our operations provide opportunities for all our people to develop both personally and professionally.

Originally from the UK, Daren Ambrose is now the Chief Executive Officer of Aftermarket Operations, Abdul Latif Jameel. He joined the organization three years ago and is responsible for nine different businesses covering manufacturing, distribution and branding.

CEO of Aftermarket Operations and I look after nine different businesses within the Automotive Aftermarket division, which covers manufacturing, distribution and branding, so my job is incredibly varied.

"A large part of my role involves liaising between different entities and shareholders, and implementing both short- and long-term plans across the business. I enjoy the challenge of problem solving and communicating strategy plans across the departments. The fact that every day is different is a real plus, too. As it is a family business, we all feel invested in its success.

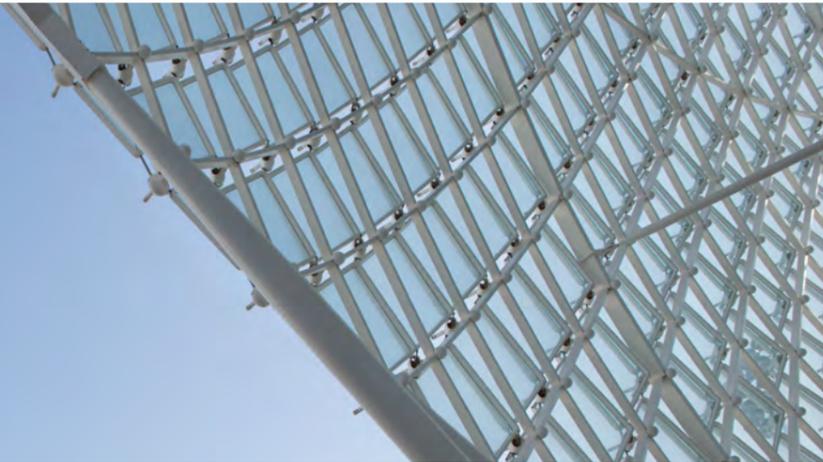
"Living in Dubai gives you access to many exciting places; being placed geographically between east and west means fans of travel will love the different destinations on our doorstep. Exploring the wider region has been a real highlight. I also enjoy the many sporting activities on offer in the UAE. I'm a keen scuba diver, and there are lots of reefs and wrecks around the UAE coastline that keep me busy at weekends.

Daren believes some of the world's best people work at Abdul Latif Jameel, giving the organisation the skills and knowledge to solve complex problems, while at the same time fostering a friendly and enjoyable working environment.

"What's so unique about Abdul Latif Jameel is the competency of our workforce. We have some incredibly talented and knowledgeable team members, and it's a very inspirational place to work. I am the

"The main advice I would give to anyone looking to move to the UAE would be to do your research on where to live, and to pick a community near to the office to cut down on your commute time. Also, formulate a savings plan as soon as possible. With so much to do in Dubai finding the balance between saving and spending is best discovered early in your time here! If you leave your preconceptions behind and are prepared to adjust culturally, then you'll settle in quickly."

Events round-up



World Future Energy Summit (WFES) 2017 – Abu Dhabi, UAE, January 16-19, 2017

www.worldfutureenergysummit.com
Abdul Latif Jameel Energy will once again be a platinum sponsor of WFES in 2017. The event, which is part of Abu Dhabi Sustainability Week, will celebrate its 10th anniversary by producing its most interactive and inspirational exhibition to date. Last year, more than 30,000 attendees from 32 countries attended. Abdul Latif Jameel will ensure its own message of sustainability and environmental responsibility is promoted at every opportunity in 2017. A full review of the event will feature in our spring 2017 issue.

WORLD FUTURE ENERGY SUMMIT
PART OF ABU DHABI SUSTAINABILITY WEEK 2017
16-19 JANUARY 2017
ABU DHABI NATIONAL EXHIBITION CENTRE

World Economic Forum Annual Meeting – Davos-Klosters, Switzerland, January 17-20, 2017

www.weforum.org
Senior representatives from Abdul Latif Jameel will head to Europe in January 2017 to attend the World Economic Forum annual meeting at Davos. The meeting sees global leaders from politics and business share insights and innovations on how to best shape and navigate the future.



Global Competitiveness Forum (GCF) 2017 – Riyadh, Saudi Arabia

www.gcf.org.sa
The 10th Global Competitiveness Forum offers another chance for Abdul Latif Jameel to influence thinking among global business and political leaders, as well as selected intellectuals. All attendees share a common interest in competitiveness and how it can be harnessed to find solutions to the world's biggest challenges.



Bab Rizq Jameel creates jobs for Saudi youth

Bab Rizq Jameel, a Community Jameel initiative, has signed an agreement with app-based car booking service Careem, to provide jobs and training opportunities for Saudi citizens in the transport industry.

The collaboration reflects the shared interest of both organizations in supporting Saudi citizens and creating more jobs in the sector.

Since its launch in 2003, Bab Rizq Jameel has helped provide employment, training, and education for Saudi Arabian citizens through a variety of programs across its 36 branches in Saudi Arabia, United Arab Emirates, Egypt, Morocco, and Turkey.

Its collaborative programs and agreements have so far helped to create more than 510,000 jobs.

The venture with Careem is a further example of how collaboration can help create job opportunities across different industries.

Abdul Rahman Al Fehaid, executive director of Bab Rizq Jameel, said, "This cooperation indicates that both parties are aware of the importance of providing jobs in the transportation sector. It follows the Transport Ministry's decision to

allow Saudis to transport passengers in their private cars via approved apps, such as Careem."

Careem, one of the fastest growing start-ups in the region, seeks to be the largest provider of jobs for Saudis by 2020.

Co-founder and CEO Dr Abdullah Elias, said: "By partnering with Bab Rizq Jameel, we seek to enable and

encourage Saudi youth by giving them the opportunities that were previously unavailable to them."

Bab Rizq Jameel and Careem's tie-up is closely in line with Saudi Arabia's 'Vision 2030', which aims for a prosperous economy by making the most of the Saudi people's potential and adopting the culture of freelance work.





Photography award winners revealed

Five winners of the 2016 Art Jameel Photography Award (AJPA) are celebrating after sharing cash prizes of more than SAR 100,000.

Mai Al Moataz was awarded first prize for her image 'Proof of Presence'. She was among 30 entries chosen as finalists that were exhibited at Naila Art Gallery in Riyadh, Saudi Arabia, last month.

More than 500 photographers from 30 countries entered the seventh staging of the AJPA, which is organized by Art Jameel in collaboration with the Saudi Arabian Society for Culture and Arts.

Prominent artists such as Dr Ahmed Mater and Maha Malluh were among those to visit the exhibition.

Art Jameel Programs General Manager Dalya Mousa said: **"The number of applicants confirms the prestigious status**

of the contest, and the big response from the talents and innovators in the field was at a high level of photographic creativity and quality." Omar Al Jasser, Director of the Saudi Arabian Society for Culture and Arts in Jeddah, said: **"This contest is a contribution to Saudi Arabia's efforts in supporting arts and human culture. It also attests Art Jameel's prestige and its care for the Saudi citizens in an expression of gratitude for the wise leadership of the country."**

The AJPA was launched in 2009 as the Bab Rizq Jameel Prize for Photography. More than 5,000 people have entered the competition since then, with participants coming from all GCC countries.



Mai Al Moataz (2nd from right) receives her prize.

Abdul Latif Jameel

