

# NEWSLETTER

September 2014 - June 2015



"2014-2015 was for IBG a year full of challenges, the biggest among them was the strengthening of our member base and receiving acknowledgment from both the Italian and Saudi community in Jeddah. In this past year, we were able to achieve and even exceed the results planned in our initial year and set the basis of IBG's development.

I would like to thank all our corporate members, committees and entities that supported us in our efforts to enhance our capabilities and contributed to our growth strategy plan for the coming year. In particular, I would like to thank Dr. Elisabetta Martini, the new Consul General in continuing to believe in this organization."

Bashar Jabban, President of IBG

## IBG NEWS

This year has been a great year for IBG! As its second year of business, IBG has solidified its presence in Jeddah with a strong network of Saudi businesses that deal with major Italian brands in the Kingdom. From Fashion and Automotive to Construction and the Food Industry, IBG members, sponsors and supporters have continuously shown interest and find value in being part of IBG.

Drawing upon our success with the Fashion and Jewelry Event in 2015, we aim to further enhance our capabilities in the Fashion market as well as expand our events to a wider range of audience. Our upcoming event will be in the field of Architecture and Construction, focusing on sustainability and green living. The event will showcase Italian excellence in the industry and further connect the Italian expertise to important players in the Saudi market.

As for the Fashion Industry, we will also be expanding the Saudi Italian exchange to offer the opportunity for young Saudi designers and entrepreneurs to design, manufacture and produce their entire fashion line in Italy. This service which is unique in the market demonstrates IBG's capabilities to foster and promote business initiatives not only in Saudi Arabia but in Italy as well.

On that note, I'm also happy to announce

that IBG has signed an agreement with Studio Righini, a major chartered accounting and international corporate law advisory firm in Italy, in order to facilitate opening the Italian market for Saudi entrepreneurs in various business sectors and industries. We are very proud of this collaboration with Studio Righini as it also allows us access into ACB Group network, an Italian nationwide consulting service which pioneered the "business aggregation" model as a mode of organization that helps small and medium entities to maintain competitive advantage. ACB Group forms a prestigious network of consulting firms with solid presence in all major Italian cities with over 800 professionals from more than 60 member firms who have a deep knowledge of their territory. We are truly excited for the new opportunities that this collaboration might bring to IBG's horizon.

As for our current members, we will continue to offer premium marketing exposure across the current media outlets. We hope to implement this through our collaborative marketing benefits which offers a wide network of clients exchanged across industries, in addition to access to our social media resources, print publicity and event database.

Yours truly,  
 Rena Bakhsh  
 Office Manager



## About IBG:

Under the patronage of the Italian Consulate General and The Chamber of Commerce and Industry in Jeddah, the Italian Business Group (IBG) is a non-for-profit business association that fosters the exchange of knowledge and expertise between businesses in Italy and Saudi Arabia. Its objectives are to develop business relationships and trade between Italy and Saudi Arabia, to build friendship, understanding and mutual interest, as well as to provide a networking system that can create business potential through the organization of exclusive events that promote the Italian lifestyle.

### Membership:

Membership is open to businesses and professionals operating in Italy and Saudi Arabia. For more information or to obtain a copy of our membership application, please contact: [info@italianbusinessgroup.net](mailto:info@italianbusinessgroup.net)

## IBG EVENTS



As IBG's Events Coordinator, this year has been for me a year full of challenges.

IBG has been engaged in organizing a number of events in various sectors, from business to culture to social, which is a fundamental role of business in the life of IBG, in order to stimulate mutual understanding between people and exchange ideas and information.

While all the events have been always about promoting the image of Italy in Saudi Arabia, we recognize that it is an ambitious intent, however along the way we had discovered many friends of Italy that are ready to lend a hand and work together for a common goal.

Our biggest challenge this year was our annual Fashion and Jewelry Show. It was a

great pleasure and an honor to gather so many talents around a single goal, and work with them to bring it to success. The team that was formed is truly outstanding, consisting of highly professional and creative people, each in their own fields. Congratulations to all for the success achieved!

In preparation for the next events, we hope to develop current and wide-ranging issues, such as Green living, as well as others which we have been working on for some time, Health Management, Real Estate Italy, Discover Italy, Fusion Food, Interior design.

My idea for the Fashion Show 2016 is to try to involve young talented fashion designers, both Saudis and Italians, working in parallel to create an opportunity for cultural, educational and productive exchange in the Italian and Saudi Fashion sector.

We are determined to build on the "lessons learned" from previous events, always trying to improve in all aspects of the organization: experience is always the best way to learn and to perfect!

See you soon at the next IBG Events!  
Alessandra Serafini - Events Coordinator

## USEFUL INFO

- **The Italian Ministry of Foreign Affairs:**  
<http://www.esteri.it>
- **The Italian Consulate in Jeddah:**  
00966.12.642.1451  
[consolato.gedda@esteri.it](mailto:consolato.gedda@esteri.it)  
<http://www.consgedda.esteri.it>
- **Jeddah Chamber of Commerce and Industry:**  
00966.12.651.0869  
[info@jcci.org.sa](mailto:info@jcci.org.sa)  
<http://www.jcci.org.sa>
- **Jeddah Economic Gateway**  
<http://www.jeg.org.sa>
- **The Saudi Embassy in Rome:**  
0039.06.844.851  
<http://www.arabia-saudita.it>
- **Italian International School of Jeddah:**  
00966.12.606.4335
- **Italian Cultural Center in Jeddah:**  
00966.12.643.2376

## Annual Assembly Meeting Reception



The Italian Business Group's Annual Assembly Meeting took place at the residence of IBG's President, Mr. Bashar Jabban.

After Mr. Jabban's brief exposition, the board approved the annual activities and financial plan for the year 2014. The Consul General in Jeddah, Dr. Simone Petroni, took the floor renewing his support and appreciation for IBG's commitment; he then introduced his



successor, Dr. Elisabetta Martini, who was due to take over in few months.

With a short and significant speech, Dr. Petroni awarded Mr. Abdullah Binzagr, emeritus member and founder of IBG, the Knighthood of the Italian Republic. The title recognizes his ongoing business relations with Italy.

Fast Auto Technic's presence was also widely appreciated; as the stunning Maserati brought for display was a perfect example of Italian automotive excellence.

The notes of a saxophone soloist accompanied a refined Italian buffet.



## Italian Language Week "Milan, a place to read"



IBG supported and sponsored the 14th Annual "Italian Language Week in the World". The Italian Consul General, Dr. Simone Petroni, opened the 14th Annual celebration of the "Italian Language Week in the World" at the Italian Cultural Centre in Jeddah along with guests of honor; Mr. Nabil A. Baashan and Sheikh Khaled Bagedo. Numerous guests attended the event along with the Italian community in Jeddah.

The celebration program was comprised of an evening dedicated to Expo Milan 2015, an opera concert, and a beautiful exhibition titled "Milan, a place to read".

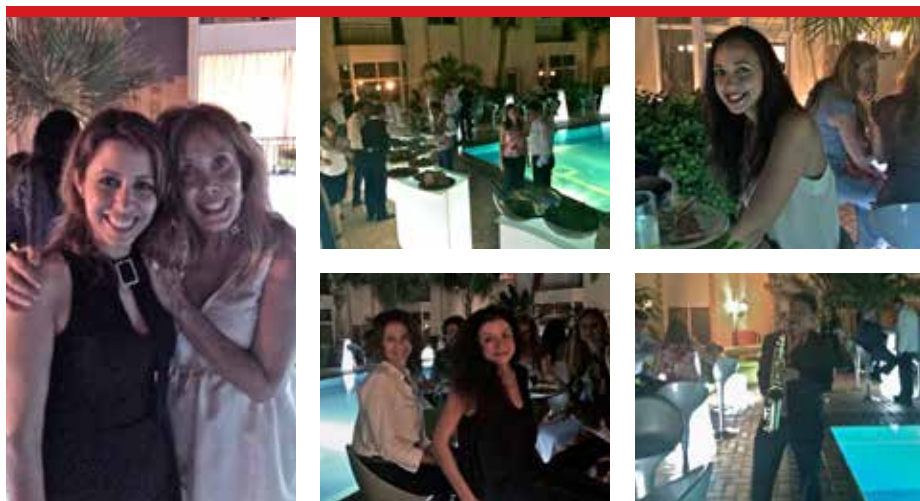
IBG strongly supported this remarkable cultural initiative by sponsoring and managing the realization and set up of several impressive panels to illustrate in bilingual captions, Milan's most iconic literary locations.

The exhibition unveiled the wonders of Milan as the capital of Italian publishing, and a city of authors, publishers and readers. Hence, the exhibition portrayed the city as a literary capital for authors and readers alike.

The exhibition presents the city to future visitors of "Milan Expo 2015" around the world.



## New Italian Consul Reception



IBG welcomed the new Italian Consul General in Jeddah, Dr. Elisabetta Martini, with a reception by all IBG members, sponsors, and supporters to offer her a warm welcome into her new community in Jeddah. An "All Italian" buffet was served as the music of a saxophone soloist completed the theme of the evening.

Born and raised in Rome, Dr. Elisabetta Martini graduated from "La Sapienza" University of Rome in 2008, with a Masters in International Relations from the Faculty of Political Sciences. She entered the diplomatic career in 2012 when she spent the last years working at the European Union in Brussels.

Among other positions, she worked at the Middle East and Arab League Office of the Directorate General for Political and Security Affairs, dealing with the Syrian conflict.

In February 2014, she took service at the Unit for the preparation of the Italian Presidency of the Council of the EU. In January the 2, 2015, she was designated as Consul General of Italy in Jeddah, Saudi Arabia and as Italian Special Envoy to the Organization of Islamic Cooperation (OIC).

She is the author of several papers on the Reform of the United Nations' Security Council.

## EU Networking Event at the Italian Cultural Centre



The annual European Networking Event was held this year at the Italian Cultural Centre in Jeddah. The event assembled many business groups and commercial sections of all European consulates. Aside from the British, French, German, Greek, and Italian consulates with permanent presence in Jeddah, the embassies of Austria, Belgium, Estonia, Hungary, Spain, and Sweden had sent representatives from Riyadh to participate in the event.

H.E. Ambassador Adam Kulach, head of the delegation of the European Union to the Kingdom, had the opening speech, followed by the Italian Consul, Dr. Simone Petroni, who reiterated the guidelines inspiring the actual semester of Italian EU presidency.

Many stands were set up displaying informative materials of businesses operating in the Kingdom and commercial news about each represented country. The event's success was observed by the increased participation of foreign delegates and Saudi executives.

IBG's stand was no exception, as visitors enjoyed our vast map display of the main Italian industrial districts, covering the entire Italian peninsula and divided by industry, from fashion to furniture to biotechnology and pharmaceutical.



## Fashion and Jewellery Show 2015 - "An Italian Summer by the Red Sea"



For the second consecutive year, IBG organized and hosted the ambitious Fashion and Jewellery Show 2015, titled "An Italian Summer by the Red Sea". The event represented IBG's philosophy in portraying the luxury Italian lifestyle in Jeddah. While the obstacles of creating a full runway fashion show in Jeddah were challenging, IBG with its internal support network of members, sponsors, and administrators has risen up to the challenge and created a fashion event unparalleled to in the local industry. Needless to say the event proved to be a great success.

Behind the scenes, an exceptional team has put this event together; Rubaiyat with its beautiful summer collection of top Italian fashion brands, Jade Jewellery offering an

example of fine Italian jewellery to compliment any outfit, Ghadeer Ashoor with her magical displays and event coordination, Debyazah and its gastronomic interpretation of Mediterranean cuisine and last but definitely not least ...

Ferrari supercars, the undisputed star of the evening!

The contributions received by generous sponsors like Sharbatly and Creative Closet made the event possible, pleasantly attended by about three hundred fifty guests.



Highly appreciated the great work done by Cristina Tamer and her team, invaluable in her role as fashion show Art Director.



## Fashion & Jewellery Show Post Event Gathering



A late afternoon gathering at Basateen compound in Jeddah was organized to discuss the outcome from the Fashion and Jewellery Show 2015.

IBG's president, Mr. Bashar Jabban, invited to the discussion some of the main team players of the event, such as Mrs. Roula Krimmley from Jade Jewellery, Mr. Alejandro Hahn from Creative Closet, Mr. Johnny Rahal from Rubaiyat and Mr. Loreto Catania from Sharbatly. The president encouraged all constructive comments and suggestions, confident in the "lesson learned" theory as a great way to improve and grow the team's

performance.

Following the discussion, a screening of the Fashion and Jewellery Show 2015 was displayed for the first time and appreciated by all those present.

A special performance of classical fusion Italian repertoire songs, was played by Mr. Azad Iqbal. Mr. Iqbal is an artist and expert of classic Pakistani music and poetry tradition. he has lent his voice and talent that evening to interpret Italian music, from "Caruso" to "o sole mio" showing great versatility.

A gourmet buffet with fresh burrata and smoked scamorza cheese complimented the evening in perfect Italian style.



Hospitality is question of personality.  
So, who are you?

دبيانة  
DEBYAZAH  
FINE HOSPITALITY

Debyazah fine hospitality experience in a synergistic spirit of tradition and innovation.

Inspired by clients' contemporary lifestyle.



## Araiban Nights Suhoor Gathering



Following the traditions of the holy month of Ramadan, IBG organized a suhoor with the theme "Member's Benefits and Collaborative Marketing".

Debyazah generously hosted the suhoor, which included a variety of traditional Saudi dishes, revisited with a modern and sophisticated touch.

At the house of Debyazah, guests enjoyed an elegant and refined dinner, where the lovely setup was noticed by all. The guests included

the Italian Consul General, Dr. Elisabetta Martini, various cherished journalists, Friends of Italy and IBG corporate members.



Among IBG esteemed members were Sheikh Ghassan alsulaiman, Shaikh Adbullah Binzagr, and Mr. Abdullah Aldarweesh.

The president of IBG, Mr. Bashar Jabban introduced the discussion by illustrating "Members Benefits" and Collaborative marketing opportunities. Moreover, Mr. Jabban presented IBG's next big lifestyle event "Architecture & Construction- Green Living and Sustainability" a contemporary topic that will attract the interest of significant Saudi personalities and professionals.

## IBG CORPORATE MEMBERS



## SPONSORS



## Lamborghini Al Ghassan Motors Celebrate the Italian National Day

## Al Ghassan Motors receives "Best Automotive Dealer in Saudi Arabia 2014-2015" award from PR Arabia Auto



الغسان للسيارات  
AL GHASSAN MOTORS  
BORN TO LEAD



In correspondence with the Italian National Day in Rome, the Italian Consulate celebrated the Italian National Day at the Italian Cultural Centre in Jeddah.

The celebration was held on the 2nd of June, in the presence of the Italian Consul General, Dr. Elisabetta Martini, & correspondent consulates of other countries. Lamborghini - Al Ghassan Motors was invited to sponsor this event, by displaying the all-new 2015 Lamborghini Huracan.

The celebration started with the national anthems of the two countries: Saudi Arabia and Italy, followed by a speech from the Consul General welcoming the attendees and thanking sponsors for their support.



Al Ghassan Motors received the "Best Automotive Dealer in Saudi Arabia 2014-2015" award from PR Arabia Auto.

Sheikh Ghassan Abdul Rahman Al Sulaiman, President of Al Ghassan Motors received the award from Prince Sultan Bin Bandar Al Faisal, President of Saudi Automotive federation during a ceremony held at Park Hyatt Hotel in Jeddah for the announcement of the winners of the Award's various categories, which also included, best journalist in automotive journalism, best motorsport achievements, best auto lease program, and best 3 cars in

Sedan, SUV and Sports segments.

The ceremony was attended by Yousef Ghassan Al Sulaiman VP of Al Ghassan Motors and VIP personnel representing the automotive sector in the Kingdom, along with leading auto journalists.

In correspondence with the Italian National Day in Rome, the Italian Consulate celebrated the National Day the Italian Cultural Centre in Jeddah.

## Lamborghini – Al Ghassan Motors Experianza at Bahrain International Circuit



Lamborghini Esperianza is a yearly event held by Lamborghini's regional offices in Dubai in cooperation with Al Ghassan Motors, the exclusive dealer for Lamborghini in KSA and Bahrain.

This event took place in Manamah, at The Bahrain International Circuit where Lamborghini invited its owners, prospects, and serious buyers to participate.

The story started from Al Khobar - KSA, where attendees and guests gathered at Rotana Hotel coming from Riyadh, Jeddah, and Dammam. At the early morning of March 19th, Lamborghini owners kicked-off in their cars, which were already shipped to Khobar, towards the Kingdom of Bahrain driving all the way through King Fahad's Bridge in a roadshow and spent their night at Sunset Hotel in Manamah.



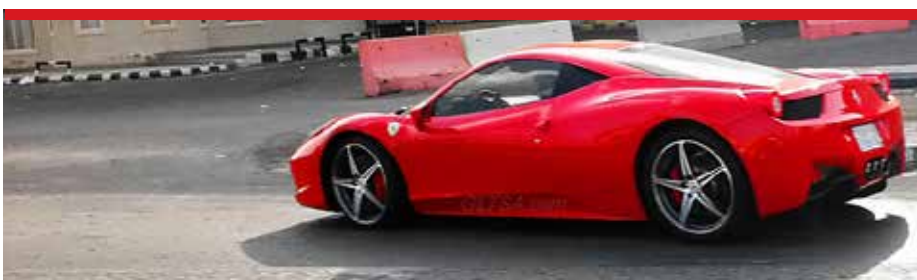
## Fast Auto Technic launch new Ferrari California T, the epitome of Elegence, Sportiness & Technology



Fast Auto Technic reveals the new California T in a special press conference in Jeddah. Mohamed Raffah CEO of Fast Auto Technic said: "Ferrari (California T) is the sports car that fascinated the world since the announcement of its production" indicating that the Ferrari California T, will have special attention as its clients have a distinguished personality.

The California T boasts striking standards of innovation while retaining signature features such as the successful 2+ concept, a refined cabin and, of course, the retractable hard top (RHT), 8-cylinder turbo engine. Maranello's engineers have created an entirely new power unit which delivers absolutely superb levels of performance, blistering pick-up and the most exhilarating soundtrack any turbo has ever yielded.

## Ferrari car owners club kicked off in Jeddah, KSA



Fast Auto Technic, the sole dealer for Ferrari cars in Saudi Arabia, announced their support and backing members of Ferrari car owners club, in Saudi Arabia, which was launched by owners of Ferrari cars. This came in a ceremony hosted by the Club and on the occasion of the appointment of "Yasser Sindi" as the Honorary Chairman of the Club in Jeddah.

In his speech at the event, Lee Boyle, General Manager of Fast Auto Technic said that supporting of the Club is part of the company's strategy to consolidate the relationship with Ferrari car owners. Meanwhile, Yasser Sindi, President of Ferrari

This is also the first time virtually zero turbo lag has been achieved on an engine of this type, a torque curve that increases constantly across the rev range thanks to Variable Boost Management. The California T can extraordinarily acceleration over the 0 to 100 km/h sprint in just 3.6 seconds.

As in Formula 1 this season, a turbo is used to cut fuel consumption and CO2 emissions. Compared to the outgoing model, fuel consumption is down by around 15 per cent, and emissions are down to 250 g/km over the combined cycle which equates to a 20 per cent reduction in the CO2/cv ratio (0.44 g/cv).

The California T's cabin was designed to be as ergonomic as possible and exudes a sense of warmth and craftsmanship, with luxurious Frau semi-aniline leather trim. The human-machine interface encompasses the Ferrari steering wheel with integrated controls. The TPE display boasts a capacitive (touch-sensitive) surround to scroll through screens with information. The California T also features a new infotainment system with an extremely intuitive, high-resolution 6.5" screen featuring both touch-screen and conventional controls.

car owners club (Jeddah) expressed his pride for the appointment, and urged all Club members to participate in sports driving course (Pilota Ferrari-Sport Course) which will be held on the Fiorano circuit Modena in Italy. The course, as well, includes a visit to Ferrari factory.

The Club program will include regular meetings to exchange ideas, projects and future events that contribute to the advancement of the Club, including participation in regional events with Ferrari clubs in the Middle East.

# Fast AUTO TECHNIC

## Maserati Ghibli awarded best luxury sedan in Saudi Arabia



Fast Auto Technic Company, the official importer and dealer for Maserati in Saudi Arabia, announced that the Maserati Ghibli has been awarded the title of "Best Luxury Sedan" by PR Arabia. This remarkable recognition was the result of the to date largest survey for the automotive sector in Saudi Arabia. The survey was organized by PR Arabia, the specialized agency in this field, and was carried out under the supervision of the National Committee for Car Dealers and under the auspices of the Saudi Arabian Motor Federation.

Lee Boyle, Director General of Fast Auto Technic, commented: "We are very pleased to receive this award. It confirms that the values which Maserati stands for, exclusivity, performance and Italian craftsmanship and design, are also appreciated in Saudi Arabia. In addition to offering the full Maserati model portfolio, Fast Auto Technic will continue on its mission of providing excellence in customer service in sales and after sales to its distinguished clients."

The Maserati Ghibli range offers unmistakable class, top-quality performance and a thrilling yet comfortable drive in an eye-catching sedan. Both versions, the Ghibli and Ghibli S, feature a twin turbo-charged 3.0-litre V6 engine and an 8-speed ZF automatic transmission. With its power output of 410 hp the Ghibli S races to 100 km/h in 5.0 seconds and reaches a top speed of 285 km/h. The Ghibli delivers 330 hp, a top speed of 263 km/h and acceleration of 0 to 100 km/h in 5.6 seconds. The Ghibli S is optionally also available with the Q4 all-wheel drive system.

The Maserati Ghibli previously won the "Best Car" award of the Luxury Motor Show (EXCS), which was held last October in Jeddah.





The world's greatest, from Plato to Coco Chanel, have always advocated the importance of simplicity. And it's true timeless style is something wedding planner and decorator Ghadeer Ashour keeps persistently in mind when creating elegant centre pieces, lighting and kushas. In fact, her perfect, clear-cut style has become so recognisable that once you walk in a venue, you instantly know her work. Her main focus during weddings is to keep brides and their mothers focused on the event rather than on the small details and problems they might face. "I like to help my clients worry less about the problems and I like them to actually enjoy the wedding and the luxury that comes along with it," she said. "You can always find me walking around the venue with my team to make sure everything is perfect. And I also hire a personal assistant to the bride, who carries around an emergency kit because you can never predict what happens."

### PUTTING IT TO THE TEST

Ashour's career started after graduating with her bachelor's degree in Interior Design from Dar Al-Hekma College in Jeddah. After graduating, she stayed at home for over a year until her friend asked for her assistance

during her wedding in Cairo. "I didn't know any suppliers or anything about decorating for weddings, but I had to put everything I studied to use and quickly put things together for a wedding to remember," she said.

### THE TRIALS OF THE TRADE

When Ashour decided to start working in event décor and planning, she faced many obstacles in her home country, Saudi Arabia. "People still can't tell the difference between a flower shop and a wedding decorator. I don't blame them because flower shops in Saudi Arabia actually do some wedding designs," she said. "This made it impossible for me to find a local supplier because I would be competing with them.

Budgeting weddings is the most difficult thing a wedding decorator and planner has to do, according to Ashour. "Here in KSA, the bride never helps by giving you an exact budget. Ashour prefers to deal with a bride who knows exactly what she wants and how much money she is willing to pay for the decor, flowers, photographer, singer and more.

### PICKING FOR PERFECTION

Ashour follows a simple process when working with a new client, which starts with an interview. After signing the contract I ask her to collect photos of random things she likes and place it in a sealed box for me to come up with the mood board for the wedding," she said. "This tells me a lot about the bride and it helps with choosing the right colours, patterns, flowers and theme for her big day. Then we do the sketch for the venue and interior and start the designs right after she agrees to everything."

The most important element in the wedding is the lighting, believes Ashour. "Positioning light in the right places will make everything look beautiful.

### AN UNFORGETTABLE EVENT

The best wedding Ashour worked on took place in Istanbul with a royal theme. It was especially perfect as the bride booked it six months before the actual wedding, giving Ashour lots of time to travel back and forth to find the perfect suppliers and come up with creative ideas. The venue was the Four Seasons Istanbul at the Bosphorus and the wedding took place in the outdoor area around the fountain in the month of June.

### ONE IS THE MAGIC NUMBER

The wedding planner never does the same theme twice and always comes up with different ideas to make each client feel special. Staying updated by attending international wedding exhibitions, Ashour will definitely be coming up with some wedding wizardry out of her magic box this season.



## Event Planning – at the Charity Event organized by "Dino Ferrari Centre" in Milan



Miss Ghadeer Ashour is recognized in the Kingdom as one of the most talented event planners, specialized in organizing fabulous wedding events all over the Gulf region, Egypt and North Africa countries. Ms. Ashour was recently in Milan, attending to the Charity Event organized by Dino Ferrari Centre in support of the University of Milan Research Department for diagnosis and treatment of neuromuscular and neurodegenerative diseases.

The event was introduced by Mrs. Marialuisa Trussardi and was attended by many

personalities of the world of Italian fashion industry, as Matteo Marzotto and his always-fascinating mother, the Countess Marta, timeless icon of Italian style and fashion. Many sponsors and notable attendees supported the event, such as Ferrari and Qatar Prince Suhain Al Thani.

Best wishes to Ghadeer to strengthen more and more her professional ties with Italy!



## Boulevard The Ultimate Luxury Shopping Destination Celebrates Opening With Vip Ceremony



With the attendance of VIPs, retailers, top fashion experts and key media influencers, four iconic red carpet dresses were worn by famous figures,

Jeddah's new luxury shopping destination - Boulevard - celebrated its soft opening with a launch event held on Tuesday June 9, 2015 and attended by more than 250 VIPs including retail industry leaders, fashion experts and key media influencers.

With four iconic red carpet dresses worn by famous figures on show at Boulevard, event guests were taken on a journey of fashion and elegance featuring three evening gowns and one cocktail dress worn at the Cannes Film Festival after parties and red carpet appearances. In addition, the eclectic Saudi artist Abdullah Qandeel presented a live demonstration of his paintings to the audience leaving them with unforgettable memories of luxury, art and inspiration.

To reflect its prestigious status, Boulevard collaborated with Al-Ghassan Motors to display four specially selected models of the exclusive Bentley automobiles. Known as the world's most desirable high performance luxury car, just like in the world of fashion, a Bentley is tailor-made and customized to the personal taste and desire of its owner. Together with the famous brands present at Boulevard, shoppers can feel the exclusivity and enjoy the experience.

Boulevard is now ready to welcome Jeddah's fashion followers and lovers of fine luxury goods to enjoy the life enhancing shopping experience that offers the best of the world's fashion capitals - Paris, London, Milan and New York - all in one superb location where each iconic brand has its own independent boutique, individually designed to reflect the brand's unique style and aesthetic values.

The ladies, men's and children's fashion boutiques already open at Boulevard are Armani Junior, Balenciaga, Brioni, Dolce and Gabbana, Dunhill, DG Junior, Gucci, Gucci Kids, Jimmy Choo, Loro Piana, Prada, and Zegna. Other boutiques include Christoffe offering the best of French silverware and Patchi fine chocolates. Other luxury brands opening soon include Versace, COACH, Baccarat for the finest French crystal, and Porsche Design for the ultimate in modern style as well as Tiffany & Co. offering exquisite jewelry and precious gift items will be coming soon to Boulevard.

Located on Malek Road, Boulevard is designed as a luxury shopping environment that reflects the affluent lifestyle of Jeddah's premium class, creating a unique venue where the elite clientele receives VIP preference and exclusive privileges.

## Tamer Group Opens First TAG Heuer Boutique in the Saudi Capital



# TAMER



Tamer Group and TAG Heuer have recently opened an exclusive boutique for TAG Heuer watches in Saudi Arabia, which occupies 140sq.ms in one of the capital's most prominent streets (Tahlia - Olaya District). The event witnessed the presence of Mr. Mohammed Tamer the partner and CEO of Tamer Group, Mr. Kolia Neveux, GM of TAG Heuer Middle East, Mr. Heinrich Schellenberg Switzerland

ambassador and a considerable number of businessmen, community ladies and media representatives.

TAG Heuer brand holds special stature among the lovers of high precision and chronograph technology watches. The new boutique is cited as the brand's first in the Kingdom, featuring contemporary

architectural touches and design details that highlight TAG Heuer's deep-rooted history and heritage in supporting sports and racing events, yet representing the brand's traditions, passion, creativity and reliability. The boutique also adds a new destination to the "must visit" locations sought by watch experts and enthusiasts of high precision and craftsmanship, thanks to the latest and greatest innovations of Tag Heuer.

The opening of TAG Heuer boutique in the Saudi capital of Riyadh came within the expansion strategies of Tamer Group and TAG Heuer in the Saudi market, which target the dissemination of this luxury brand and expand its rapidly growing market in the Middle East, in addition to the planned centers to cater for maintenance and after-sales services.

## Tamer Supports Disabilities

After months of planning and preparation, the business and disability network "Qaderoon" has been launched in collaboration with MOL.

The organization uses global and local best practices to offer scientific and practical guidance to employers to facilitate and maintain a compliant work environment for the employees with special needs.

Being one of the founders of Qaderoon, Tamer Group started to focus on hiring employees with special needs and now Tamer has 75 employees working in different departments.



## Salvador Dali In Saudi Arabia

The opening of the Spanish artist and surrealist Icon, Salvador Dali's exhibition at King Abdullah Economic City witnessed a huge turnout. The exposition, which was organized by Cristina Tamer and supported by Tamer Group, had 300 art enthusiasts at the opening and 15000 visitors in the next 3 weeks.

"Art to Art" Initiative, which objective is to encourage and support local artists through strategic partnerships with international

experts in art and culture as part of Tamer Group social responsibility initiatives, was successfully implemented. Saudi Artists were sponsored to exhibit in Europe and the first exhibition took place in Luxembourg Photo Festival.



## Alaquil: "The MOU is a result of our commitment to support of women education"



Under the Patronage of Princess Louwa Alfaysal, Vice Chairperson of the Board of Trustees and General Supervisor of Effat University  
 CPC and Effat University Sign MOU

Alaquil: " The MOU is a result of our commitment to support of women education"

Construction Products Holding Company (CPC) has signed a Memorandum of Understanding (MOU) with Effat University to provide scholarships for College of Engineering, College of Architecture and Design students.

The MOU was signed between Faysal Alaquil, CPC Director of Business Development &

head of "Binaa Wa Amal" a CSR Division, and Haifa Jamal Al Lail, President of Effat University.

CPC will extend scholarships to students, support students fund, sponsoring the annual career day and arranging field trips to CPC 's factories in Bahra.

The agreement is highlighting the company's commitment to continue its support to Effat University and provide a strong platform for its students and give them the opportunity to be creative in their studies.

Commenting after the signing ceremony, Alaquil said: "Signing this MOU reflects our commitment to enhance cooperation with

leading national educational institutions for developing students' competencies and skills and enhancing their creativity."

He further said "We are excited to partner on this initiative with Effat University, which highlights our commitment to strengthen the talents and academic orientation of its students, enabling them to achieve excellent results, and thus build a strong talent pipeline of future business female leaders."

Explaining the partnership with Effat University, Alaquil said " We are proud to support Effat University as it is considered one of Saudi Arabia's premier Universities which aims to qualify tomorrow's competitive leaders with a world-class education."

Meanwhile, Haifa Jamal Al Lail, said : "The partnership with CPC is a strong testament to our commitment to foster industry linkages that are committed and supportive to our students. The MOU will cover a number of issues which will significantly add to the skills of architecture and interior design students and engineering."

CPC has been supporting education through programs and agreements with different universities such as Effat University, King Abdullah University for Science and Technology (KAUST), Dar El Hikma University, the American University of Sharjah and the American University of Cairo.

## "Binaa Wa Amal" Wins Enterprise Agility Achiever Award

"Binna Wa Amal" a division of CPC - Saudi Arabia has been distinguished as the Corporate Social Responsibility Innovator of the Year 2015 at the inaugural Saudi Enterprise Agility Awards.

Organized by Entrepreneur MENA region, the awards aim to recognize and honor enterprise leaders and individuals who have distinguished themselves and demonstrated innovation and outstanding business conduct across 20 industries including retail, healthcare, construction, hospitality, aviation, education, banking, energy amongst other key drivers of Saudi Arabia's economy.

With the presence of HRH Prince Khaled Bin Alwalid Bin Talal, the award was presented by Khaled Al-Mugairen, Vice Chairman of

Riyadh Chamber of Commerce and Industry to Faysal Alaquil, CPC Director of Business Development & Chief of "Binaa Wa Amal" , during a ceremony which was recently held at the Four Season hotel in Riyadh.

Commenting on the award, Alaquil; "We are honored to receive the Enterprise Agility Achiever Award for corporate social responsibility which demonstrates the commitment of CPC to CSR (Corporate Social Responsibility) as seen in the many community outreach programs the company has initiated, supported and sponsored."

Since its inception, "Binaa Wa Amal", has fallen beneath all directions related to social responsibility in the field of education, health, environment, caring of young people and



motivating these young people to work in a step to reduce the unemployment rate and be productive in the society.

## The Treatment of Delay Liquidated Damages Under Saudi Law

The Treatment of Delay Liquidated Damages Under Saudi Law

International construction practices commonly provide for the payment of liquidated damages for delays or failures in performance by the contracting parties (Example: FIDIC 1999). These practices are commonly reflected similarly in contracts entered into The Kingdom. In their essence, liquidated damages are prescribed damages that may be claimed by the non-violating party without the necessity to demonstrate or otherwise prove actual losses or harm sustained as a result of the violation. Shari'a principles as applied in The Kingdom call for the compensation for actual and direct harm sustained by a contracting party as a result of the other party's violation of contractual provisions.

Shari'a principles also forbid usury (Riba) and excessive uncertainty (Gharar). Read in the context of modern contracts and applied by courts and tribunals, such principles allow liquidated damages prescribed in contracts,

but prohibit compensation for indirect or consequential losses and loss of profit. An examining tribunal applying the laws of will therefore limit liquidated damages payable by a contracting party to the actual and direct harm, losses, and liabilities sustained by the other party.

Where liquidated damages are prescribed by contract (Example: Sub-Clause 8.7 FIDIC 1999), they establish an obligation on the contractor to pay to the employer specified delay damages should the contractor fail to comply with its obligations to execute and complete contract works in accordance with contract time for completion. If challenged before an examining tribunal under the laws, the contractor will be required to demonstrate that the liquidated damages prescribed exceed the actual and direct harm, losses, and liabilities sustained by the employer. The delay damages stated will serve as a rebuttable presumption for the amount of actual and direct harm, losses, and liabilities the contractor is obligated to compensate. A tribunal's decision with

respect to the amount of delay damages payable will set aside the language in Sub-Clause 8.7 obligating the Contractor not to "challenge the rate or limit the delay damages."

### Brands 5 Senses



The Brand Five Senses: the visuals, the sound, the smell, the touch and the flavor is what sets a Brand apart.

Customer loyalty is an emotional bond with your Brand.

## Messina Group Historical Highlights

In 1921, the shipowner Giuseppe Messina moves to Genoa and entrusts his liner shipping business to his firstborn, Ignazio, who starts up operating regular lines with own Italian flag tonnage. In 1929, the new style of the Company is "Ignazio Messina & C.". The efficient services performed in North Africa gain recognition throughout the shipping world, to the extent that the Line is awarded the Mail Pennant.

In 1935 the activities of Messina Lines grow as the company approaches the Red Sea coasts, Saudi Arabia and East Africa, and after World War II extending the links to Tunisia, Algeria, Lebanon, Egypt and inaugurating new lines for the Middle East and West Africa.

By the fifties the Company's services reach all the major destinations in Africa and develop further during the sixties under the guidance of Ignazio Messina, assisted by his sons Gianfranco, Giorgio and Paolo. In 1968 the business activity is transformed from that of a traditional conventional shipowner into a carrier specializing in ro-ro container services.

During the closure of the Suez Canal, Messina ships are the only ones flying the Italian flag to offer a liner service to East Africa and Red Sea. A Messina ship is the first to cross the reopened Canal (1975) and to start a container service to the Red Sea and the Arabian Gulf, later on extended to India, Pakistan and South Africa. In 1982 the founder of the Company passes away.

Towards the end of the eighties and the beginning of the nineties, Andrea Gais, Massimo, Stefano and Ignazio Messina, and subsequently Emanuele Messina, the fourth generation, join in the running of the Company, thus continuing the family tradition.

Shipping as core business:

The fleet presently consists of owned ro-ro vessels and chartered ro-ro and lo-lo vessels; the second stage of a major 500 million USD development plan has been recently completed with the delivery of the last of 8 new-buildings, technologically advanced ro-ro containerships. They all fly the Italian flag, are R.I.N.A. and ABS certified, registered in the International Register at the

1921



Ignazio Messina & C.

Genoa Coast Guard and mainly manned by Italian crew.

The Company currently performs regular liner services from and to the main Genoa hub and to/from South Europe, Malta, East Mediterranean, North Africa, East Africa, West Africa, South Africa, Middle East and the Indian Subcontinent.

Messina has commercial offices in Italy (Modena, Naples), representative offices in Europe (London, Barcelona and Valencia), and controlled agencies in Europe (Marseille and Zurich), in North Africa (Tunis), in West Africa (Abidjan, Dakar), in East Africa (Mombasa, Nairobi, Kampala, Dar Es Salaam and Maputo), in South Africa (Durban, Cape Town and Johannesburg).

## A Harmonious Fusion of Ethnic, Eclectic and Traditional Styles in Interior Design



Signature Interiors was established in 1995 in Jeddah, Saudi Arabia.

It started in interior design and grew since into a fully-fledged design company, including architecture, interior design, consultancy services, furniture design and manufacture,

contracting and a showroom gallery.

Signature has executed hundreds of commercial and private residential projects through the Middle East and Europe.

The team is spiritually young, modern,

creative, enthusiastic and expert in handling challenges. Thanks to its cultural diversity, it likes to harmoniously use, ethnic, eclectic and traditional touches in its deliverables to reflect the client's lifestyle through their living style.



## IBG Social Media



### Public Page

- Purely used to promote Italian culture, heritage and current events along with some of our members businesses to the public
- Grow general awareness and appeal towards the IBG
- Use geo-targeted paid advertising to increase following and awareness within Jeddah audiences
- Topics follow set pillars of engagement (discussed further in upcoming slides)



### Private Account

- Used to promote IBG events and upcoming functions, displaying event pics and material and posting relevant content that our partners and sponsors may find entertaining or engaging
- Since we are not open to the public, we will use our current followers to attract new members through peer-to-peer recommendation tactics (which we can filter)
- Start capitalizing on tags to further engage our followers



### Private Group

- Will work as a planning and information hub to all our members and sponsors.
- Should only contain relevant and necessary information (organizational, promotional or other)
- Must be distinguished from the public page in content

# IBG Events



## IBG monthly gathering

- Attract Prospects for IBG/ IBG Members
- Involve & Motivate Audience
- Exchange idea's on pre defined topics of common Business Interest

2015

NOVEMBER



IBG Annual Assembly Reception

December



Next lifestyle event  
Architecture and Construction Green Living & Sustainability

Coming soon in 2016

- Fashion and Jewellery
- Health Management
- Italy Real Estate
- Discovery Italy
- Food Fusion
- Interior Design

## Contact IBG

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