

SAWALEF

AUTUMN 2016

NEWSLETTER

*Gift Vouchers
to The Rose &
Crown and
ZOCO*


METROPOLITAN CATERING



MEET THE METROPOLITAN CATERING TEAM

A NOTE TO OUR READERS

Dear Readers:

The Al Habtoor Group's real estate and hospitality divisions have made some exciting announcements since our last publication. In September the international real estate portfolio expanded with two new real estate investments in the Budapest. Dorottya Udvar and the Rumbach Center offer spacious and flexible office spaces with a strong international tenant lineup.

The Westin Dubai, Al Habtoor City is now open as the third and final hotel to complete the Al Habtoor City Hotel Collection. The new property is the largest Westin in Europe, Middle East and Africa with more than 1,000 rooms, six dining venues, a state of the art spa and gym facilities, all located on the banks of the Dubai Water Canal.

The Atrium at Al Habtoor City officially launched two new outlets, Blind Dragon Dubai, Dubai's new go-to spot for post-dinner entertainment and karaoke, and ZOCO, a soulful Mexican-cum-Latin American eatery, cocktail bar and lounge bringing Latin flair and exotic tastes to The Atrium.

The Residence Collection at Al Habtoor City and Al Habtoor Polo Resort & Club created a buzz at the region's most influential real estate exhibition, Cityscape Global, welcoming HH Sheikh Mohammed bin Rashid Al Maktoum and thousands of visitors.

And finally, we launch a new photo sharing feature on our website www.sawalefnewsletter.com
Don't forget to tag #SawalefNewsletter

Michaela

Contents

COMPANY MESSAGE

- 3 Sunderesh Iyer, Chief Operating Officer, Al Habtoor Investment

GROUP NEWS

- 4 New acquisitions in Budapest: Dorottya Udvar & Rumbach Center
- 6 Cityscape Global 2016
- 8 VAT Awareness Workshop
- 9 Whistleblower Service Awareness session
- 10 Chairman addresses staff from The Hotel Collection at Al Habtoor City
- 11 Baby news & new Habtoorians

WHAT'S NEW AT AL HABTOOR CITY

- 12 World Travel Awards
- 13 Blind Dragon at The Atrium, AHC
- 14 The Westin Dubai, Al Habtoor City now open
- 16 ZOCO brings Latin flair to Al Habtoor City
- 18 The Rose & Crown brings a touch the UK

AL HABTOOR MOTORS

- 22 AHM Opens Bentley's Largest Showroom
- 23 Limited Edition McLaren 650S Can-Am makes its UAE Debut
- 24 Mitsubishi Motors Sales Meet
- 25 FUSO Fabricators Event
- 26 AHM Expands FUSO Truck Operators to KSA

DIAMONDLEASE

- 27 Largest Lease Tender with DEWA

EMIRATES INTERNATIONAL SCHOOLS

- 28 EIS takes an environmental stand

MEET THE DEPARTMENT

- 30 Metropolitan Catering team

AL FAROOQ MOSQUE & CENTRE

- 34 AFM hosts Interactive Hajj Event

IN THE SPOTLIGHT

- 35 Brad Regul, Audit Officer – Internal Audit

COMPETITIONS

- 17 Gift voucher to ZOCO
- 19 Gift voucher to The Rose & Crown
- 29 Summer competition – Kuttappa Ittira

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Sawalef is brought to
you by the
Al Habtoor Group
Media &
Communications
Department





Dear Habtoorians,

As we all know, 2016 has been a year of enormous achievement for the Al Habtoor Group. A year which has seen the birth of a new iconic destination in Dubai – Al Habtoor City. This destination on the banks of the new Dubai Water Canal adjacent to Sheikh Zayed Road, with the iconic Hotel Collection – St. Regis Dubai, W Dubai – Al Habtoor City, and The Westin Dubai, Al Habtoor City, 3 beautiful residential towers, the Le Perle permanent theatre show, which will be second to none as well as an array of restaurants, retail shops and several other attractions will become the place to be.



This year we will also bring back an iconic destination from the past - the Metropolitan Hotel Dubai on the Sheikh Zayed Road in its full former glory complete with the old favorites - The Red Lion, one of the most popular pubs in Dubai, as well as the Don Corleone Italian restaurant, which has a reputation for serving up the best traditional Italian dishes. Both brands are fondly remembered by several Dubai residents even today including, I am sure, a good number of you Habtoorians.

The Al Habtoor Group will also create another unique destination – the Al Habtoor Polo Resort & Club consisting of world class equestrian facilities and three large polo fields surrounded by 148 high-end villas. The main centerpiece of this oasis in the desert is the boutique St. Regis Dubai, Al Habtoor Polo Resort & Club hotel consisting of 124 luxurious rooms.

2016 was a great year for Al Habtoor Motors with the opening of the new 100 million Dirham Bentley flagship showroom. This colossal 75,000 sq. ft showroom is Bentley's largest standalone dealership in the world. Al Habtoor Motors, for the first time, made in-roads into the Saudi market with FUSO commercial trucks.

The Al Habtoor Group's projects department has been very active in building the extension of the EIS-Jumeirah Primary School campus as well as building the Emirates Oasis Villas on Al Thanya Street.

On the acquisition side of the business, we are glad to report the successful purchase of two commercial properties in Budapest in September.

We have not lost sight of our operating assets both locally and internationally, including the hotels which have been recently acquired and have come on board the hospitality portfolio. We are glad to inform that all our hotels and other operations have seen successes and have been performing at much better levels than previous years.

With all of these developments, we as Habtoorians, are extremely proud to be part of such iconic and unique developments. At the same time, each one of us carries an enormous responsibility on our shoulders to ensure the continued success of the Group and we are very confident that all of us will stand up to the challenges and take the Al Habtoor Group to new heights in the coming years.

Sunderesh Iyer
Chief Operating Officer, Al Habtoor Investment

GROUP NEWS



Rumbach Center, an office building located in the historic part of Budapest's financial, commercial and administrative centre



Dorottya Udvar, a high quality prestigious office complex located in Újbuda



Al Habtoor Group expands its property portfolio with two new acquisitions in Budapest

Khalaf Al Habtoor, Chairman of the Al Habtoor Group proudly announced two new investments in Budapest, Hungary. "I am delighted to announce our latest acquisitions in Europe. Hungary has a vibrant economy with a rapidly growing office market. I am happy to build on our other successful ventures in the country. We have invested heavily in the United Arab Emirates in recent years, and are always looking for good investments abroad. Over the past few years, we have announced major acquisitions in Hungary, Austria, London and the United States," said the Chairman.

Dorottya Udvar

Offering over 28,000 sq m of exceptional office space, Dorottya Udvar is a calm and friendly work environment in Hungary's vibrant capital city. Originally housing a textile

mill in Budapest's XIth district, the early 20th century building has been elegantly restored into a spacious and flexible office complex with a strong international tenant lineup.

The building was one of 4 finalists for the 'Best Office Building in the World' award in 2003 and has crowned the FIABCI Prix d'Excellence award for the 'Best Office Building in Budapest' in 2002. Dorottya Udvar, located in Újbuda within the South Buda office submarket, is one of the most rapidly developing areas of the city and offers an array of convenient amenities, including a tranquil garden located within the heart of the complex with free Wi-Fi, the Dorottya restaurant-café, shuttle bus service, car wash, ATM, archive storage facility, 24h on-site security, over 500 parking spaces and free visitor parking.

Website:

www.dorottya.net/en

Rumbach Center

Rumbach Center represents an upmarket office building located in the historic part of Budapest's financial, commercial and administrative centre near Deák Square. With its unique architectural design, the office building is separated into two wings and holds the Gold qualification for its sustainable building design from the German Sustainable Building Council (ÖGNI/DGNB). Business facilities and amenities within the area include, banks, post office, shops, hotels and the famous gastro entertainment street Király utca.

Website:

www.rumbachcenter.hu

GROUP NEWS

His Highness Sheikh Mohammed bin Rashid Al Maktoum is greeted by Managing Director, Maan Halabi



LIVE THE SPORT OF KINGS

The Al Habtoor Polo Resort & Club incorporates a total of 148 luxury villas surrounding the state of the art equine development, and boasting views across the polo fields. There are 120 villas, ranging from 3 to 5 bedrooms, available for rent.

For residence inquires please contact our Leasing Agent

Prime Places Real Estate

Email:
helen.tatham@primeplaces.com

Tel: +971 50 558 8941



Khalaf Al Habtoor points to the Al Habtoor Polo Resort & Club 120 villas now available for lease





OWN YOUR ADDRESS ON THE DUBAI WATER CANAL.

Al Habtoor City Residence Collection is available for sale and lease.

For more information, call **800 HABTOOR (800 422 8667)**



The Media & Communications team (L-R) Gilda Castro Nihal El Masri and Noura Badawi



Thousands of visitors passed by the Al Habtoor Group stand from 6-8 September 2016

Al Habtoor Group showcases two unique lifestyle destinations at **Cityscape 2016**

The Al Habtoor Group featured its two flagship developments at Cityscape Global 2016 held at the Dubai World Trade Centre from 6-8 September 2016.

The Residence Collection at Al Habtoor City was showcased alongside the Al Habtoor Polo Resort & Club, which launched the lease of 120 villas at the three-day exhibition,

considered the region's largest and most influential international real estate development and investment event.

Al Habtoor Group Chairman, Khalaf Al Habtoor, who visited the exhibition on the first day was greeted by several members of the local and global media. Al Habtoor said, "We are creating new destinations in Dubai. They are not just homes. They

are lifestyle destinations boasting exemplary facilities that cannot be matched anywhere else. We are creating a new standard of luxury living."

The Al Habtoor Group has invested AED 12.5bn in flagship projects since 2012. Both The Residence Collection and The Al Habtoor Polo Resort & Club are scheduled for handover in 2017.

GROUP NEWS



1.A total of 35 attendees took part in the workshop 2.The seminar took place under the guidance of V. Ramanathan, Director Corporate Governance and Risk Management (top) and Subhro Chakraborty, Senior Audit Manager (bottom) 3.The Governance and Audit Department

Governance and Audit Department hosts VAT Awareness Workshop with Deloitte

The Al Habtoor Group is widely considered one of the most progressive organizations in the UAE that looks to proactively comply with the laws of county. In this context, the Group's Governance and Audit Department hosted a VAT Awareness Workshop on 20 September, 2016. The half-day seminar was conducted by Deloitte, one of the largest and most

reputable audit and accountancy firms known worldwide. Guest speakers included, Justin Whitehouse, Managing Director, Indirect Tax, Deloitte; Nurena Tarafder, Senior Tax Manager, Deloitte; and Sunder Nurani- Director, Assurance Services, Deloitte. They touched on valuable insights related to the UAE taxation scheme, the possible implications on the Al Habtoor Group

and ways to integrate VAT into the business process.

Seminar attendees included the Group senior management, K.P. Rajan, Group Financial Advisor; Maan Halabi, Managing Director; Chief Financial Officers and key Finance Officers from all the AHG business units along with the Group Internal Audit team.



1. The seminar was hosted at the AI Andalus Ballroom on Monday 5 September 2016 2. Group's Internal Audit team

Whistleblower Service Awareness Session

In September 2016, the Group's Internal Audit team organised and hosted the Whistleblower Service - Itisal Al Nazahah Awareness session for employees at the Habtoor Grand Resort, Autograph Collection, Metropolitan Catering, and AI Habtoor Laundry at AI Andalus Ballroom. Earlier this summer, the team also met with employees at Dubai National Insurance and Reinsurance (DNIRC). Credit goes to Subhro Chakraborty, Senior Audit Manager, Charbel Yazbeck, Audit and Compliance Manager, and Sanjib Majumdar, Group Audit Manager for organising and facilitating the events for over 700 staff.

Guest speakers included Hussein Kapasi, Assistant Manager and Omar Sibhi, Associate from the Forensic Department at KPMG. The sessions were quite engaging, interactive and witnessed great audience participation.



TELL ME MORE!

Over the years, the AI Habtoor Group management team has nurtured principles of good governance, integrity and ethical practices amongst employees and other stakeholders. The Group has zero tolerance for fraud or concealment of fraud. In 2008, AHG implemented the whistleblower service, "Itisal Al Nazahah" where employees across the group can report any fraudulent or unethical activities anonymously. The service provides a multi-channel reporting mechanism and employees can report through any channel. The service guarantees that the complainant need not have to disclose his/her identity and hence there will be no fear of retaliation.

Further, the service is run by a third party service provider, KPMG, which itself ensures the independence and objectivity.

Anti-fraud experts say that tip-offs and whistleblowing services are the most effective methods to unearth fraud and/or wrongdoings. Thus it is imperative that staff are constantly made aware of the available service, so that they can report any ethical and fraudulent issues. Given the context, to create awareness about the service to newly recruited staff and refresh the existing staff in reporting wrongdoings, the AI Habtoor Group Internal Audit periodically organizes awareness sessions across the group units.

GROUP NEWS



Staff gathered at the Al Joud Ballroom, Westin Dubai, Al Habtoor City

Chairman addresses staff from **The Hotel Collection at Al Habtoor City**

Chairman of the Al Habtoor Group, Khalaf Ahmad Al Habtoor addressed staff from the Hotel Collection at Al Habtoor City on Sunday 18 September 2016. Hundreds of staff members gathered from all three hotels properties – The St. Regis Dubai, W Dubai – Al Habtoor City and The Westin

Dubai, Al Habtoor City at the Al Joud Ballroom. In a motivational speech to employees, the Chairman said, “The reason for calling you ladies and gentlemen is that I need you to feel comfortable, to feel this is your property, to feel the guest is the most important. We should always

focus on better service, we have to smile, we should be happy.”

The event was also attended by Guido De Wilde, Regional Vice President of Middle East, Starwood Hotels & Resorts Worldwide Inc. and senior management from the Al Habtoor Group.

Welcome

New 'Habtoorians'!

The Sawalef team extends a special welcome to our new Habtoorians...

HELLO! I'M A NEW
EMPLOYEE HERE



Hadi El Kadi

Group General Counsel joined the head office team in July 2016.



Mark Reyes

is the our new System Analyst as of July 2016.



Noora

Abdul Salam Al Marzooqi

It's a Girl!

Abdul Salam Al Marzooqi welcomes baby girl!

The Sawalef team would like to congratulate General Manager of the Khalaf Ahmad Al Habtoor Foundation, Abdul Salam Al Marzooqi on the occasion of the birth of his baby girl, on 20 July 2016. Abdul Salam tells our readers, "We decided to name our youngest daughter after my grandmother, Noora."

Our best wishes to Abdul Salam and his family on this joyous occasion!

AL HABTOOR CITY



1. Hotel Manager of The St. Regis Dubai, Faiek El Saadani at the award ceremony.
2. Graham Cooke (R), President & Founder, World Travel Awards hands over the award to Habtoor M. Al Habtoor (L) who attended the ceremony on behalf of the Al Habtoor Group Chairman.



WORLD TRAVEL AWARDS

Celebrating success at the World Travel Awards

Voters at the 23rd World Travel Awards Middle East Gala Ceremony have presented The St. Regis Dubai at Al Habtoor City with two prominent awards, 'Middle East's Leading New Hotel 2016' and 'Dubai's Leading Hotel Suite 2016' in recognition of the hotel's signature suite, the Sir Winston Churchill Suite.

In a special award, Khalaf Ahmad Al Habtoor, Chairman, Al Habtoor

Group was also presented with the title of 'Middle East's Leading Travel Personality', with the trophy collected by Mohammed Al Habtoor, Vice-Chairman and CEO, Al Habtoor Group. The red-carpet ceremony was held at the Astor Ballroom at the St. Regis Dubai on 29 September 2016.

Hotel Manager of The St. Regis Dubai, Faiek El Saadani, said: "We are extremely proud to have

been recognized with two highly prestigious awards, which highlight the strength and quality of the offering at The St Regis Dubai. This is a huge achievement for the hotel team, who work hard to deliver an experience beyond expectation for our valued guests. As host venue of the World Travel Awards Middle East Gala Ceremony 2016, this has truly been a very special celebration and event for us."



From LA to Dubai - Blind Dragon is awakening...

The Atrium at Al Habtoor City, a collection of dining and entertainment experiences at the heart of the stellar new complex, officially opens the doors of Blind Dragon Dubai this October 2016.

Located on the 2nd floor of The Atrium, Blind Dragon Dubai is an exclusive and opulent Asian themed lounge with private karaoke suites, and the sister venue to the original celebrity hideaway hotspot on The Sunset Strip in West Hollywood.

With resident DJ Rossi playing nightly, the venue adds another dimension to nightlife at Al Habtoor City. What truly sets Blind Dragon Dubai apart are six specially designed karaoke suites with state of the art equipment.



Open **Tuesday to Saturday** from **5:00pm to 2:00am**

For more information, please visit www.blinddragondubai.com

Reserve your table at reservations@blinddragondubai.com /+971 4 437 0033

WHAT'S NEW

AL HABTOOR CITY





3.

1.The hotel's interiors are inspired by Art Deco 2.The Al Joud Ballroom has a capacity to hold up to 1,200 people 3.The hotel's suites boast views of the Dubai Water Canal



The Westin Dubai, Al Habtoor City, the brand's largest hotel in the Middle East, is now open

Third and final hotel opens to complete the Al Habtoor City Hotel Collection.



The Westin Dubai, Al Habtoor City has opened ahead of schedule on Sheikh Zayed Road. The new property is the largest Westin in Europe, Middle East and Africa with more than 1,000 rooms, including 142 suites. The hotel's lobby and interiors have been inspired by the region's Hajar Mountains and feature stylised motifs of the Art Deco movement.

spa and gym. This will include a 20 treatment rooms, a Hamman, steam room, sauna, hot tubs, whirlpools and specialty showers.

The gym will have equipment from Technogym and a yoga studio. In total the property will have three rooftop swimming pools, including a splash pool for children at the Westin Family Kids Club.

The hotel is in "soft-opening" launch and has opened five of its six dining venues including: Cook Hall – a casual industrial-style American gastro pub; Il Capo Restaurant – serving hearty New York Italian dishes; the lobby lounge Daily Treats; Seasonal Tastes – serving global cuisine from its six live cooking stations; and Blinq – serving cocktails and snacks. Due to open later this year, Firefly is a poolside rooftop lounge and bar.

The hotel has 15 meeting rooms and two additional outdoor spaces, which will open soon. The 1,450 sqm Al Joud ballroom has a separate entrance, pre-function hall and can host events with up to 1,200 guests.

www.westindubaialhabtoorc.com



Also opening soon will be the hotel's

WHAT'S NEW

AL HABTOOR CITY



ZOCO

brings Latin flair and exotic tastes to The Atrium at Al Habtoor City

The Atrium at Al Habtoor City, a collection of dining and entertainment experiences at the heart of the stellar new complex, officially opens the doors of ZOCO, a homegrown soulful Mexican come Latin American eatery, cocktail bar and lounge on 15 September 2016. ZOCO serves up reimagined traditional dishes alongside an eclectic selection of cocktails and distillations in an authentic and vibrant Latin American setting.

The award-winning team behind ZOCO is led by Head Chef Jimmy Rojas Lopez, who has trained alongside two great culinary minds and Michelin star chefs, Alain Ducasse and Oscar Calleja in Paris and Spain. Think small plates with big flavours, from familiar tacos and guacamoles to traditional signature family recipes from the streets of Mexico.

Open daily from 5:00pm until late, resident and occasional special guest

DJs are behind the decks spinning laidback mixes infused with a Latin flair making ZOCO the perfect destination for dinner and late night drinks.

www.zocodubai.com

Opening hours from 5:00pm to 2:00am

Reservations:

info@zocodubai.com
+971 4 437 0044



WIN

AED 500 voucher to the newly opened ZOCO at Al Habtoor City

We're giving a lucky winner the chance to enjoy lunch or dinner at The Atrium, Al Habtoor City.

Tell us what which of the below is a typical dish you can find on the menu at ZOCO:

- a) Hamburger with fries
- b) Guacamole with Tortilla Chips
- c) Macaroni & Cheese
- d) Pad Thai Noodles

Send your answers to sawalef@habtoor.com
Entries close 1 December 2016.



ZOCO
COCINA Y CÓCTELES

THE ATRIUM
AL HABTOOR CITY

Think small plates with big flavours, from familiar tacos and guacamoles to traditional signature family recipes from the streets of Mexico at ZOCO a homegrown soulful Mexican-cum-Latin American eatery, cocktail bar and lounge.

WHAT'S NEW AL HABTOOR CITY



Bringing a touch of the UK to Dubai's latest hotspot:

The Rose & Crown

The Atrium at Al Habtoor City launched the first of seven F&B venues, The Rose & Crown, a traditional British pub in July 2016.

Authentic pub favourites are on the menu, all with that 'home-cooked' style that would brighten up anyone's day. Stepping inside The Rose & Crown, the interiors are reminiscent of some of London's finest establishments, think

stained glass windows, porcelain tiling, a Victorian fireplace in the nook and even a touch of tartan as a nod to the Scots.

The Rose & Crown has become a prime spot for viewing the latest sporting action, including The Rio Olympics, 2016/17 football season, rugby and much more. The venue also includes classic board games, darts and pool table.

It's time to make The Rose & Crown your new 'Local' - see you at the pub!

www.roseandcrowndubai.com

Opening hours: 12:00pm to 2:00am

Reservations:

info@roseandcrowndubai.com

+971 4 437 0033



WIN

AED 500 voucher to
the newly opened
Rose & Crown at
Al Habtoor City

We're giving a lucky winner the chance
to enjoy lunch or dinner at The Atrium,
Al Habtoor City.

For your chance to win, tell us where the
concept for The Rose & Crown originates
from:

- a) France
- b) Germany
- c) Italy
- d) United Kingdom

Send your answers to sawalef@habtoor.com
Entries close 1 December 2016.



THE ROSE & CROWN
DUBAI



THE ATRIUM
AL HABTOOR CITY

Enjoy authentic pub favourites with a 'home-cooked' style that will
brighten up your day at The Rose & Crown, a traditional British
pub.

HABTOOR HOSPITALITY



The Club Lounge is located on the 25th floor boasting spectacular views of Dubai's coastline and the Palm Jumeirah.

Habtoor Grand Resort, Autograph Collection wins **'World's Leading Executive Club Lounge'**

Reigning champions at the World Travel Awards for the second consecutive year.

The five star Habtoor Grand Resort, Autograph Collection has won the 'World's Leading Executive Club Lounge' award at the World Travel Awards held at the St Regis Dubai on 29 September 2016.

The Habtoor Grand Resort's Club Lounge occupies the entire 25th floor and boasts spectacular views across the Palm Jumeirah from its outdoor

terrace. It has a dedicated kitchen with live cooking stations, a Children's Lounge and two well-appointed meeting rooms, catering to both leisure and business travellers.

The World Travel Awards are voted for by travel and tourism professionals worldwide, and this accolade recognises the commitment to excellence which the hotel has strived

to uphold and demonstrate since its previous victory in 2015. The team at the Habtoor Grand Resort is proud and honoured to have received this tremendous recognition for the second time running and looks forward to working towards making this prestigious award an ongoing tradition moving forward with the Hotel's achievement portfolio.



Fire up the grills there's a new chef in town!

The Habtoor Grand Resort, Autograph Collection, a Marriot luxury Lifestyle Hotel
Appoints Corrado Pani as new Executive Chef

The Habtoor Grand Resort, Autograph Collection is proud and delighted to have Corrado Pani join the executive team in the role of Executive Chef.

A native of Italy, Corrado's career spans over 30 years of international 5-stars culinary experience. Corrado graduated with a culinary diploma from Hotel Management School in Algherto, Italy, before starting his career as a Commis Chef at Sheraton Porto Cervo. He went on to work across South America, Scandinavia, the Caribbean, North America and the Mediterranean on board cruise lines, working for Celebrity, Royal Princess and Costa. A move to London was next, when Corrado joined Jumeirah's Grosvenor

House as a Sous Chef, prior to moving back to Italy to become Executive Sous Chef. In 2002 he relocated to the Middle East as Head Chef at the Beach Rotana Hotel & Towers in Abu Dhabi. After that, Corrado was working for the luxurious 5-star properties, including Le Meridien Mina Seyahi Dubai, The Ritz Carlton Dubai, Millennium & Copthorne Hotel Dubai, Sheraton Hotel & Resort Abu Dhabi, and Raffles Dubai.

Food is a passion for Corrado. Throughout his career, Corrado was recognised for his exceptional concepts and new trends, having won many prestigious awards.

And now, Corrado is joining our team!

MH

METROPOLITAN HOTEL

D U B A I

COMING
SOON

#MyMetropolitan



AL HABTOOR MOTORS



1.



2.



1. Bentley's flagship showroom offers an extraordinary blend of contemporary and luxury customer experiences 2. The exterior façade is decorated with 160,000 LED lightbulbs

Al Habtoor Motors opens Bentley's largest showroom

Bentley's new flagship showroom is the result of a 100 million dirham investment from Al Habtoor Motors, Bentley's exclusive retail partner in the UAE. The colossal 75,000 sq ft showroom is Bentley's largest standalone dealership in the world and is set to revolutionise customer service in the world of luxury motoring. Destined to become one of the most iconic buildings on Sheikh Zayed Road, the Bentley Emirates showroom was designed, to go beyond any previous luxury automotive experience, and features one of the world's

most advanced luminary façades. Comprising 160,000 LED lights the façade is able to display a full spectrum of colours including all of the standard colours on Bentley's vehicle palette as well as projecting the visuals of all of Bentley's iconic bespoke veneers. The façade is capable of streaming HD quality video as well as an unlimited range of graphics and luminary spectacles. The state of the art building encompasses three stories for luxury vehicle display as well as three basement floors for parking, a

roof garden, a Bentley merchandise boutique, a VIP Majlis, a specialised customer handover area and Mulliner room for bespoke commissioning.

Karl Hamer, Managing Director AHM said "We are all so proud of the opening of our new flagship showroom on Sheikh Zayed Road. With its iconic design it will truly put a mark on Dubai skyline where all our current and future customers can indulge in an extraordinary 5 star experience. We are looking forward to welcome everyone to the world of Bentley."



One of 50 limited edition McLaren 650S Can-Am made its UAE debut in August 2016. McLaren Can-Am is built of the latest technologies and materials such as carbon fibre.

Limited Edition McLaren 650S Can-Am makes its UAE Debut



Limited to 50 vehicles worldwide from which only 1 model was made available in the United Arab Emirates, the limited edition McLaren 650S Can-Am made its UAE debut on 20 August 2016 at the Al Habtoor Motors McLaren Showroom in Dubai.

The Dubai debut was the first part of a two-week exclusive viewing programme, which included a preview

in the McLaren Showroom in Dubai and Abu Dhabi, ending with a public display at the first Motorsports Expo at the Dubai Autodrome on 2 September 2016.

McLaren established itself throughout the 1960s and 70s as a world-beating force in one of the most extreme forms of motorsport, Can-Am, winning five consecutive championships

between 1967 and 1971. In honour of the 50th anniversary of the 1966 inaugural season, McLaren Special Operations (MSO) has created the limited production 650S Can-Am which takes its inspiration from the race cars of this golden age of motorsport. The 650S Can-Am is set to commence in the spring of 2016, 50 years on from the first race at Mont Tremblant, Canada.

AL HABTOOR MOTORS



Al Habtoor Motors Mitsubishi Motors Sales Meet

As the year 2016 nears the last quarter the market is on a buoyant note.

According to experts, the automotive sector is poised for growth, and Al Habtoor Motors is all set to explore the new market potential and increase sales volume. In keeping with this objective, a special training event was held for Mitsubishi Sales staff from all the nine showrooms across the UAE.

Al Habtoor Motors held a MMC Sales

Meet at the Al Joud Ballroom at Al Habtoor City, on 15 August 2016.

The main aim of the event was to familiarize the sales team with the new August-September promotional campaign of Mitsubishi, so that they could effectively sell to customers visiting the showroom and in turn maximize their income. Karl Hamer, Managing Director, who motivated the team towards dedication and commitment, gave a through

presentation on market insights along with market scenarios and challenges.

Participants walked away with an in-depth understanding of the mechanics of the campaign, including the marketing and advertising aspects of the August - September promotion thanks to presentations by Ravin, General Manager Sales – Mitsubishi Motors Corporation, AHM, Nassib Nassar, General Manager Marketing and Jagdish Parulekar, CFO.



The FUSO Fabricators Event was held under the theme 'Building Bridges'

Al Habtoor Motors organises FUSO Fabricators Event



FUSO

In the UAE, 'Body Fabricators' and 'Super Structure' suppliers play an important role as influencers for purchase of commercial vehicles, especially Trucks. Identifying the need to reach out to this potent segment to effectively tap into the commercial vehicles segment, Al Habtoor Motors organised the FUSO Fabricators Event, under the theme 'Building Bridges'.

Held at the DIC Showroom premises

on 25 August 2016, the event attracted over 70 attendees.

Participants were welcomed by Shivkumar Iyer, Brand Manager for Commercial vehicles and introduced to the FUSO brand, product range, as well as the Chennai Factory. Guest speakers included, Henry Sebastian, GM - FUSO – DCV MENA region and N. K. Muralidharan – Head Sales, FUSO – DCV MENA region.

The event showcased the entire FUSO truck range from Japan and India, on display outside the showroom to enable guests to see the vehicles first-hand. Al Habtoor Motors continues to remain a leader in the highly competitive commercial vehicles sector.

AL HABTOOR MOTORS



The Group's automotive division expands to new customers in Saudi Arabia. A look inside the new FUSO facility.

Al Habtoor Motors expands FUSO truck operators with brand new facilities in Riyadh

Al Habtoor Motors is pleased to welcome all FUSO truck operators to its brand new facilities in Riyadh.

Al Habtoor Motors Saudi Arabia is celebrating its launch offer with a 27 Point Free check-up on all FUSO trucks. The state of the art National Parts Distribution, Vehicle Service and Parts Sales facility at Eastern Ring Road, Exit 17 will also serve the customers with on-time and convenient service facilities.

Al Habtoor Motors promises a one stop solution for all customer needs, including body fabrication, FUSO

Genuine parts and Services, giving them the lowest possible vehicle operating costs. The brand new facility also provides outstanding services including, a specialized spray booth for truck body paint and repair, a Black Hawk chassis straightener for accident repair of all ranges of trucks starting from light duty to heavy duty and a specialized brake tester (safe line) to ensure that the brake performance of every serviced vehicle meets the manufacturer's standard. Al Habtoor Motors have also launched a fleet of dedicated mobile service vans that will service and repair FUSO trucks

at the customer's premises. Al Habtoor Motors Saudi Arabia Country Head, Simon Monahan said, "We are delighted to make this investment in Saudi Arabia and we have been very impressed by the welcome we have received from the Saudi people. We place very high importance on customer satisfaction and we believe we can raise the standards in the Saudi Arabia truck market. With our UAE experience we are confident of dramatically increasing FUSO sales in Saudi Arabia and are proud of our brand new facilities and Head Office in Riyadh."

ديوا
dewa



DIAMOND
LEASE



(L-R) Partha Barua, and Nasir Khan.

Diamondlease secures largest lease tender in its history with DEWA

Earlier this year, Diamondlease secured the single largest lease tender in its history from DEWA on 21 July 2016. A total order of 228 vehicles was issued under a single LPO.

Zaidun Abdallah, Managing Director

of Diamondlease commented, "This is a great win and a huge milestone for the company. Last year Diamondlease signed Telecom giant Etisalat, and now DEWA.

Securing this business away from competition, speaks volumes

about the service reputation that Diamondlease is known for and works hard to provide. Many Diamondlease employees worked hard to secure this deal but the lion's share of credit goes to our Area Sales Manager, Nasir Khan."

Emirates International School Meadows takes an **environmental stand**

A continued dedication has been demonstrated by the students and staff of EIS-Meadows towards the global concern of environmental change. Innovative ideas, organized groups and enthusiastic assemblies are all raising awareness and putting climate concern firmly on the school's agenda.

The campus achieved their second Green Flag Status in June 2016 thanks to the dedication and hard work of students, teachers and community members. The Green Flag certifies significant efforts to reduce school's carbon footprint. Environmental Center for Arab Towns (ECAT) representative commended that EIS-Meadows "is exemplary in working collaboratively to achieve a common goal."

Overall, students have shown considerable initiative by raising awareness on various causes from endangered animals to fair trade campaigns. Amongst the many initiatives, EIS-Meadows students volunteered in Mauritius to rebuild sustainable schools and organised charitable events for the Dubai Cares Philanthropic Award. A recent initiative implemented by the student body includes the introduction of catering from the Farmers' Garden Company in the school cafeteria. Year 9 student

Dev Panchairya said, "We believe our impact incorporates global citizenship and a conscious approach to living in harmony." Coordinator of Year 4, Samantha Hodges commented, "As educators we promote a sense of responsibility and encourage action from our students. We have facilitated programmes, and introduced initiatives for our students to be involved in such as Earth Hour, Young Reporters Program (FEE), Inter school environmental quiz, Dubai Cares Philanthropic Award and workshops led by DEWA and SURGE."



*Our Summer
competition*
WINNER
is...



Kuttappa Ittira
Coordinator - Loyal Program, Habtoor Hospitality

Congratulations to our latest competition winner, Kuttappa Ittira from the Metropolitan Hotel Dubai. Kuttappa gets to enjoy a AED 1,000 gift voucher to dine at Level Seven Feed Me Brunch at the W Dubai – Al Habtoor City.

For your chance to win one of two gift vouchers to The Atrium at Al Habtoor City, turn to page 17 & 19.

Meet the Metropol

Meet the team running the day-to-day operations of the newly refurbished Metropolitan Catering facility in the Jebel Ali Free Zone.



The Metropolitan Catering team now includes over 170 members



Antoine Sassine
Operation Manager



Shahzad Khurram
Chief Accountant



Shadi Hashem
Junior Sous Chef

Metropolitan Catering team



Pierre Zakkor
Arabic Chef



Alan Alegado
Chef De Cuisine



Mohamed Said
Executive Chef



Prakash Mathew
Food Safety Auditor

METROPOLITAN CATERING

The Sawalef team brings you an exclusive interview with Ramy El Sayah, General Manager at Metropolitan Catering, who oversees a line-up of over 170 chefs, hospitality professionals and logistics experts.



Q: You manage the day-to-day operations of Dubai's newest and largest catering facility of its kind. Tell us more about how the recent multimillion-dirham investment has changed operations management for Met Catering?

A: Our market share has considerably expanded. Before the renovation, we were able to deliver 2,000 meals per day. With this new investment we can reach up to 45,000 meals per day and as of today, we are producing 12,000 meals per day.

Q: Tell us more about the mission and vision for the revamped brand?

A: We at Metropolitan Catering understand that food is a source of nourishment and satisfaction, but also pleasure, health, happiness and peace of mind for our clients. Our customers are increasingly aware of their food and beverage choices.

Innovation has been at the heart of

our company since the beginning. We have been dedicated to enhance people's experience towards dining. Each day we strive to make our products tastier and healthier. This would not be possible without our unmatched chefs, operations department, and dedicated team that put their passion into everything we cater.

At Metropolitan Catering, food safety, quality and hygiene are non-negotiable. Whether it is in terms of convenience, taste, health, appeal and aroma we are able and committed to create appealing and wholesome food.

We are setting new brand standards in the catering market. The sky is the limit now and with a great loving inspired team and head management behind us we hope to stay one step ahead of the game in the catering business and create a niche in the MENA region.

Q: You manage over 170 staff at the new facility. How do you keep your team motivated?

A: At Met Club we work as a close-knit family, which gives us great motivation. Open communication also propels our success. However, success is never owed by one, it is shared and prospered among all. We are always open to new thoughts and ideas to improve the business. Being innovative as well as genuine in our approach motivates our employees, no matter how simple and small the effort was taken.

Q: What's next for Met Catering in 2017? Do you have any plans for further expansion of your operations?

A: Our objective is to excel in catering solutions and become the leader in the industry.

In 2017, we expect to marginally trailblazer our brand with major clientele. We hold a state of the art facility to cater for more than 45,000 meals per day. Yes, we are ready to accept the ultimate demand of the market. Currently we are well anchored in the local market, which will help us grow in the future.



DELIVERY 2017

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AL FAROOQ MOSQUE



Hajj is one of the five pillars of Islam. Hundreds of guests visited the interactive educational exhibit from 26 August to 2 September 2016

Al Farooq Omar Bin Al Khattab Mosque & Centre hosts **interactive Hajj event**

In August, the Al Farooq Omar Bin Al Khattab Mosque and Centre (AFMC) partnered with Abu Dhabi Islamic Bank (ADIB) to create an interactive educational event to teach the rituals of the Islamic pilgrimage, Hajj. Entitled "Accepted Hajj" (Al Hajj Al Mabrou) the event attracted Hajj organizers, tourists and schools from 26 August to 29 September 2016. Sheikh Dr. Fares Al Mustafa, Religious and Cultural Advisor at the AFMC also gave Hajj lectures after Friday prayers from 26 August and 2 September 2016.

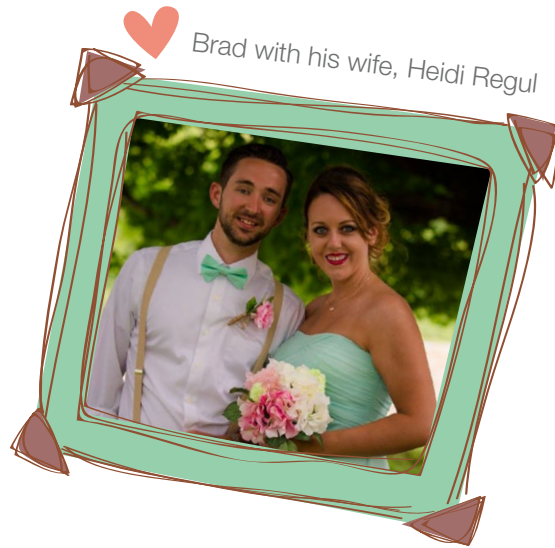
The event utilized the latest technology to bring the experience closer to visitors and help them visualize the rituals of Hajj and immerse themselves in the spirituality of the practice. This included live streaming of the lectures on the AFMC YouTube Channel and a hologram to explain the journey of Hajj in English and Arabic.

Abdul Salam Al Marzooqi, General Manager at AFMC said, "We are pleased to initiate this event for the first time at AFMC. Our aim is to teach the

rituals of Hajj and supply our visitors with the correct interpretation of the Islamic culture. This practical training will demonstrate to all the visitors the proper way to perform Hajj and Umrah, and will contribute in understanding the concept of Hajj unity."

Sheikh Dr. Fares commented, "The event will highlight the importance of Hajj - one of the five pillars of Islam. Every year, millions of Muslims come together from different parts of the world to perform this holy pilgrimage."

In the Spotlight



Meet Brad Regul, Audit Officer Internal Audit

Q: Brad, tell us more about your role at the Al Habtoor Group...

A: I am working in the Internal Audit Department at the Head Office under the guidance at Mr. Ram and Mr. Subhro where I have a rotational focus. Since I joined the company in April of this year, I have worked with several units, including EIS, DiamondLease, Habtoor Hospitality, and the Group's Procurement Department aiding in financial, operational, and information technology audits while getting to know the business and building rapport with the people responsible for our success. I hope to continue to build a strong foundation of knowledge about the Group, add value to the organisation, and ultimately move into a strategic, proactive leadership role.

Q: You have your own blog - *Building Bridges Between the East and the West*. Tell us more about the project.

A: Since I moved with my family to Dubai, I began the blog as a platform to share my experiences relative to Eastern and Western norms. Most Americans have a very skewed perspective of the Middle East and I

have also found that many in Dubai have misconceptions about the United States. I believe that ignorance is one of the greatest evils in this world and that knowledge and understanding are key to society's success. My posts are designed to build bridges of understanding between the two areas of the world, helping debunk some of the misnomers and show our commonalities; hopefully leading to a more peaceful and harmonious world. This blog is actually an extension of an essay I wrote as an undergraduate student. The Chairman, Khalaf Al Habtoor visited the campus of Illinois College with his friend Congressman, the Honourable Paul Findley when I was attending and announced he would sponsor an essay contest; the topic, Building Bridges Between the East and the West. It was through the Chairman's motivation and my research that I resolved to encourage more of the good in the world, leading a life of leadership and service. The full story can be found in the 'About' section of my *Building Bridges Blog*.

Q: You're fascinated with learning about new cultures. What is a distinct feature of the UAE culture that you have written about?

A: The central theme of the blog is understanding and harmony. I have found Dubai and the UAE to be a tremendous example of harmony. Although the country is relatively small, it draws people from all ends of the Earth to visit, work, and raise a family. His Highness Sheikh Zayed and His Highness Sheikh Rashid (may God rest their souls) deserve much credit for cultivating such a vision for a welcoming and safe place where diversity flourishes whilst still maintaining true to traditional culture. This vision of harmony, success, and prosperity is thriving under the current rulership and is the essence of my aspirations for the rest of the world through my blog.

Q: What do you do for fun with family and friends?

A: For fun, I enjoy finding creative ways to better myself and stay active. This includes physical activities like playing team sports with friends, spending time with my wife Heidi, or taking our dog for a walk. My wife and I also look for new experiences and to gain cultural understandings. We enjoy traveling, exploring, and socializing with others to learn about their point of view and cultural history.

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