

## EDITOR'S *comments*

*As always, the family at Royal Group has been busy this past month and we, at Multiply, bring you the latest developments, points of note and newsworthy stories.*

*Royal Group as a conglomerate has been chosen by the capital's Urban Planning Council to break new ground as one of just six companies to pilot its renowned Estidama initiative.*

*Tamouh and Hydra, omnipresent mentions in the newsletter, have been busy again. Cityscape Abu Dhabi, which outshone visitor and exhibitor expectations, showcased elaborate scale models and stands at the real estate investment exhibition, drawing attention from across the visitor base.*

*Tamouh had a busy April; the master developer was a silver sponsor for the Global City Forum, which was held in Abu Dhabi this year. The prestigious forum introduced the company to a number of decision-makers and key personnel from the world's most progressive and infrastructurally advanced cities.*

*Reem Emirates Aluminium had been busy with LEED. To find out more about REA's latest milestone and its noteworthy employee, turn to page 2*

*We promise to bring you more on these and other stories as they develop. In the meantime, happy reading and a prosperous month to you...*

*Till next month...*

**multiply** Marketing Consultancy Services

## Property powerhouses make their mark at **Cityscape Abu Dhabi**

Tamouh and Hydra participated in the capital's premier real estate investment and development show, Cityscape Abu Dhabi 2009. Both Royal Group companies showcased their immediate and long-term plans at the five-day exhibition.

Tamouh, a master developer, had a detailed model of its renowned Reem Island project on display. The made-to-scale model was 10ft x 14ft in size and attracted crowds right throughout the duration of the exhibition. City of Lights, Marina Square and Meena Plaza were also on display, including imitations and mock-ups of the one-, two- and three-bedroom apartments. In addition to the scale models of its developments, Tamouh introduced two of its operational subsidiaries - ThreeSixty, its full-service sales and property maintenance company and Paragon Malls, a mall operator.

Hydra showcased its major projects including Hydra Village, Hydra 55, Hydra Corporate, Hydra Avenue and Times Square in Pakistan.

The show was a resounding success for both companies and was testament to the fact that Abu Dhabi's real estate market is keeping its head well above water and even capitalizing on the weakness of other markets around the world.



## Inside

- Tamouh participates in Global City Forum as silver sponsor
- REA sets its sights on LEED
- Ten ways to improve your interpersonal skills

## Tamouh participates in Global City Forum as silver sponsor



In April 2009, Tamouh made its mark with the world's top urban planners, decision-makers, mayors and international media. The elite group gathered in the capital to participate in Global City Abu Dhabi - the first international forum where public and private leaders exchange best practices and share sustainable urban strategies.

Tamouh was silver sponsor of the event and was in good company along with the Abu Dhabi Council for Economic Development and the Abu Dhabi Urban Planning Council. The master developer behind Reem Island showcased its green initiatives for the renowned island development, including its waste vacuum plan, district cooling initiatives and water treatment facilities, at the conference.

The fourth edition of this prestigious event, organized by Reed Exhibitions Middle East, focused on the challenges of globalization and sustainability of cities worldwide. The event was a platform to share experiences and expertise from Asian, European, Middle East and North American emblematic cities.

Abu Dhabi, the capital of the United Arab Emirates, has the spirit, substance and vision to be a global city. The city is already an icon in the Middle Eastern region for its burgeoning cultural development and is a leading financial centre, a major industrial zone, and is enriched by a cosmopolitan population.

## REA sets its sights on LEED

Reem Emirates Aluminium has finally registered its headquarters for LEED accreditation and hopes to receive the status of silver or gold in a short while. The green building certification criteria, which was established, popularised and determined by the US Green Business Council (USGBC), is one of the most stringent programs of its kind in the world and sets consistently the benchmark for other programs across the globe.

So far, only four buildings in the UAE have secured LEED certifications, all of which are in Dubai. Should REA qualify as a LEED-accredited building, it will be the first in Abu Dhabi to do so.

This would only be fitting as REA invests immense amounts of time and money in pursuit of innovations and technology to help reduce the impact of buildings on the environment and people, making them more sustainable and healthier.

## Urban Planning Council chooses Royal Group to pilot Estidama

The Royal Group has been selected as one of six finalists to pilot the Urban Planning Council's latest version of its Pearl Rating System and its highly innovative approach for incorporating sustainability into what is known as the Integrative Design Process.

Working closely with Matthias Stange, the Project Manager for the Al Salam Street Residence development, Dr Neil Kirkpatrick, Head of Environment and Sustainability at Royal Group, commented, "To be selected by the Urban Planning Council to help pilot and further develop the key elements of its sustainability program is a great honor. It demonstrates how the Royal Group is recognised to be a leader in this field, providing technical guidance and support that will help to define how sustainability performance will be measured and recognised in all future developments in Abu Dhabi."

## Neil Kirkpatrick appointed to faculty of Bond University, Australia



Dr. Neil Kirkpatrick, Head of Environment and Sustainability for the Royal Group, has been appointed an Adjunct (Visiting) Professor at the School of Sustainable Development at Bond University in Australia. Of his appointment, Neil said, "While this is a great honor for me, much of the credit is owed to our Chairman, His Highness Sheikh Tahnoon Bin Zayed Al Nahyan, for his vision and leadership and his decision to create the post that I have been fortunate enough to hold."

As an Adjunct Professor, Neil will apply his experience, as a leading proponent of sustainable design, construction, engineering and manufacturing, to advise Bond University on its core course curriculum. Part of his responsibilities will be to ensure that the curriculum reflects the needs of the modern, developing world. Neil will also give lectures on specialist topics to help students understand what is involved in putting theory into practice. Neil adds that he anticipates that most, if not all, his lectures will be delivered via videoconference facilities to avoid contributing to climate change through air travel!

Congratulations on your new appointment, Neil. We wish you the best in this additional endeavor and look forward to hearing more about your time with Bond University.

REA's move to secure accreditation for its headquarters comes close on the heels of LEED success for its research and development engineer, Imthias Mohamed, who is now among 70,000 LEED Accredited Professionals in the world, 440 of whom work in the UAE. Only 45 LEED APs live and work in Abu Dhabi.

Speaking on his experience taking the LEED exam earlier this month, Mohamed said, "This exam covers almost all disciplines of engineering, including civil, mechanical, electrical, etc, and I found it to be the most stringent and complex exam I have written in my professional career." Mohamed is already listed in the LEED Accredited Professionals Directory operated and maintained by the USGBC.

MAY 2009

SUNDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31 UAE 23:00 <b>The Untold</b> (Action Adventure)				1 UAE 15:00 <b>Jaani Mann</b> (Hindi Movie)	2 UAE 23:00 <b>The Operator</b> (Drama Thriller)
3 UAE 23:00 <b>Partners in Action</b> (Action)	5 UAE 23:00 <b>Johnny 2.0</b> (Sci-Fi)	6 UAE 23:00 <b>Maximum Velocity</b> (Action Thriller)	7 UAE 23:00 <b>The Million Dollar Hotel</b> (Bookbuster)	8 UAE 23:00 <b>The Notman Prophecies</b> (Drama Mystery)	9 UAE 23:00 <b>Wild Flowers</b> (Drama)
10 UAE 23:00 <b>Ice Breaker</b> (Action)	12 UAE 23:00 <b>Half Past Dead</b> (Drama Action)	13 UAE 23:00 <b>Kill Me Later</b> (Crime Thriller)	14 UAE 23:00 <b>Batman Returns</b> (American Bookbuster)	15 UAE 23:00 <b>Good War</b> (Drama)	16 UAE 23:00 <b>Power Play</b> (Drama)
17 UAE 23:00 <b>The Invader</b> (Action Sci-Fi)	19 UAE 23:00 <b>Desert Saints</b> (Action)	20 UAE 23:00 <b>Trip Fall</b> (Action Thriller)	21 UAE 23:00 <b>Cypher</b> (Bookbuster)	22 UAE 23:00 <b>Crossroads</b> (Drama Romance)	23 UAE 23:00 <b>Brothers of the Head</b> (Drama Musical)
24 UAE 23:00 <b>OutLaw</b> (Family Drama)	26 UAE 23:00 <b>Richard III</b> (Drama War)	27 UAE 23:00 <b>Deadly Species</b> (Horror Thriller)	28 UAE 23:00 <b>Batman Forever</b> (Action Bookbuster)	29 UAE 23:00 <b>Get Well Soon</b> (Romantic Comedy)	30 UAE 23:00 <b>Wannabes</b> (Crime Drama)

www.infinitytv.tv


MOVIE GUIDE



**Gilmore girls**

"GILMORE GIRLS" is an American comedy-drama series following a single mother and her daughter in the fictional town of Stars Hollow-Connecticut, a close-knit small town with many quirky characters. The series explores family, friendship, generational divides, and social class.

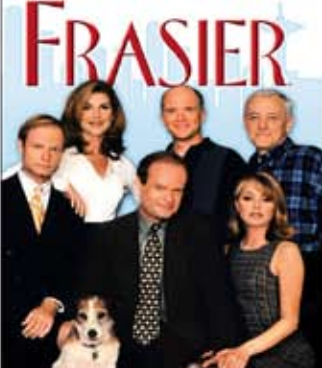
**Friday**  
UAE 18:00



**ALIAS**

"ALIAS" Sydney Bristow was recruited as an undergrad to work for SD-6, which she thought was a government agency. However, when her fiancé is killed by SD-6 agents, she finds out SD-6 is actually a counter-government agency. Sydney approaches the CIA and becomes a double agent.

**Saturday - Thursday**  
UAE 20:00



**FRASIER**

"FRASIER'S" new life in Seattle begins when he is employed by a radio station to offer therapy in a call-in manner. Frasier handles the everyday problems of people, sometimes uninteresting and frustrating to Frasier but his ultimate goal will stay the same; he wants to and enjoys helping people.

**Sunday - Thursday**  
UAE 21:00



الريم

"AL REEM SHOW" A one hour talk show that deals with very serious subject matters. Social and cultural issues, prison inmates, women's rights, and the different classes of society. Al Reem hosts people who can provide applicable solutions for issues or problems tackled.

**Monday**  
UAE 23:00



Nilesat : 12226mhz

a glimpse of **ABU DHABI**



## Ten Ways to Improve Your Interpersonal Skills

- Smile.** Maintain a positive, cheerful attitude about work and about life. Smile often. The positive energy you radiate will draw others to you.
- Be appreciative.** Say thank you when someone helps you. If you let others know that they are appreciated, they'll want to give you their best.
- Pay attention to others.** Observe what's going on in other people's lives. Acknowledge their happy milestones, and express concern and sympathy for difficult situations.
- Practice active listening.** To actively listen is to demonstrate that you intend to hear and understand another's point of view. Your coworkers will appreciate knowing that you really do listen to what they have to say.
- Bring people together.** Create an environment that encourages others to work together. Treat everyone equally, and don't play favorites.
- Resolve conflicts.** Take a step beyond simply bringing people together, and become someone who resolves conflicts when they arise. Learn how to be an effective mediator.
- Communicate clearly.** Pay close attention to both what you say and how you say it. A clear and effective communicator avoids misunderstandings with coworkers, colleagues, and associates.
- Humor them.** Don't be afraid to be funny or clever. Most people are drawn to a person that can make them laugh. Use your sense of humor as an effective tool to lower barriers and gain people's affection.
- See it from their side.** Empathy means being able to put yourself in someone else's shoes and understand how they feel. Try to view situations and responses from another person's perspective.
- Don't complain.** There is nothing worse than a chronic complainer or whiner. If you simply have to vent about something, save it for your diary. If you must verbalize your grievances, vent to your personal friends and family, and keep it short.

P.O. Box 5151 Abu Dhabi, UAE  
T +971 2 641 3333 F +971 2 699 0750  
www.royalgroupuae.com

