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EXCLUSIVE

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For a Better Tomorrow

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HM KING ABDULLAH BIN ABDUL AZIZ AL-SAUD The Custodian of the Two Holy Mosques

HRH CROWN PRINCE SULTAN BIN ABDUL AZIZ AL-SAUD Deputy Prime Minister, Minister of Defense, Aviation and Inspector General





HRH PRINCE NAIF BIN ABDUL AZIZ AL-SAUD Second Deputy Prime Minister and Minister for Interior

MEMBERS OF THE ROYAL FAMILY AND THE PEOPLE OF SAUDI ARABIA ON THEIR 80TH NATIONAL DAY CELEBRATIONS ON 23^{RO} SEPTEMBER 2010

WARMEST REGARDS FROM THE PRESIDENT, EXECUTIVE COUNCIL MEMBERS (EXCO) AND SECRETARIAT



CONTENTS

SAUDI ARABIA - MALAYSIA





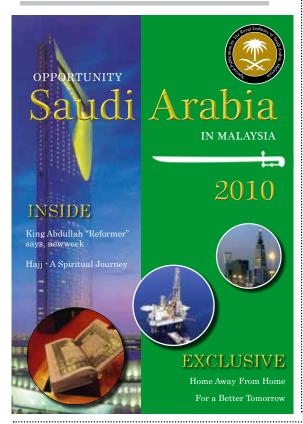








ON THE COVER



- 03 FOREWORD
- 04 H.M. King Abdullah Bin Abdul Aziz Al-Saud
- 05 HRH Crown Prince Sultan
- 06 HRH Prince Naif
- 07 HRH Prince Saud Al Faisal
- 08 Ambassador's Message
- 10 Bilateral Relations
- 12 King Abdullah "The Reformer" Says Newsweek
- 13 KAUST From Dream To Reality
- 14 Journey of Modern Saudi Arabia
- 20 Promoting Alliance of Civilizations
- 22 Hajj: A Spiritual Journey

- 25 Saudi Arabia Investor's Choice
- 26 Home Away From Home
- 27 The Arab Malaysian Chamber of Commerce (AMCC) Steps Up
- 28 Friendship Takes The Fore
- **30 For A Better Tomorrow**
- 33 Heritage and Culture Celebrated In A Vibrant Festival
- 34 Investing In Gold Pays!
- 36 Spearheading
 Telecommunications
 Technology Opportunities
- 39 Visiting the Kingdom
- 40 Saudi Arabia Fact File

PUBLISHER sun media pte ltd SUNMEDIA



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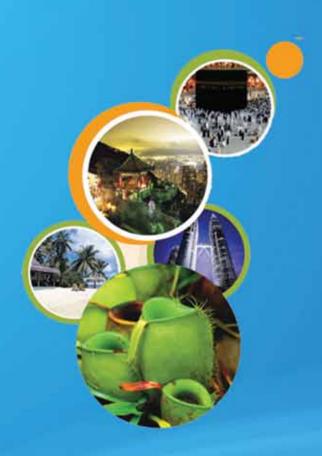


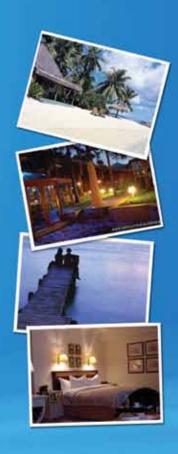
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FOREWORD

LETTER FROM THE EDITOR

The vibrant relationship between the Kingdom of Saudi Arabia and Malaysia cannot be viewed outside of the Kingdom's startling growth and development in recent years. Much of this development is due to the policies of the Custodian of the Two Holy Mosques H.M King Abdullah, who has made extraordinary contributions in opening up and modernising his country. These can be readily seen in the fields of economics, politics and education. Over the last decade, the development in many of these areas has been nothing short of fantastic.

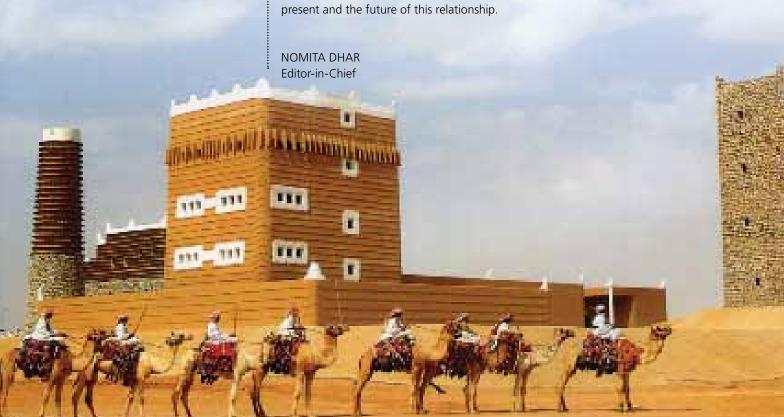
As a result, the relationship between Malaysia and Saudi Arabia continues to reach ever new heights. One factor here is, of course, the fact that they are both Islamic countries and that the Kingdom is the birthplace of Islam and the home to Islam's two holiest places. The spiritual kinship created by this connection cannot be overlooked.

Perhaps because of this religious affinity, many Saudis consider Malaysia an excellent place to find recreation and for pursuing higher education. A clear sign of this is how one sees more and more Saudi tourists in various parts of Kuala Lumpur. For instance, the Suria KLCC mall at the foot of the majestic Petronas Towers draws regular contingents of Saudi visitors, attracted by the many shops offering a wide range of luxury goods as well as the mall's art gallery, interactive science centre and underwater aquarium.

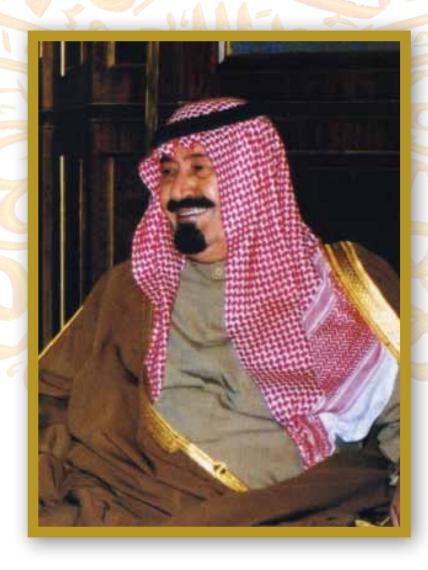
The number of Saudi students studying in Malaysia has also increased as the ties between the two countries grow ever warmer and stronger.

The relationship is further enhanced by the activities of groups like the Malaysia-Saudi Arabia Friendship Society and the Arab Malaysian Chamber of Commerce (AMCC), which are giving new impetus to this relationship as they search out new opportunities for cooperation and growth. The creative synergies sparked by groups like the Friendship Society and AMCC (both of whom we feature in this publication) would seem to ensure that the strong relationship between the two countries will only grow stronger in the coming years.

We, too, are happy to be part of this development and to contribute, in our own small way, to the ever deeper levels of warmth, friendship and cooperation between these two great countries. With this publication, we are proud to celebrate the past, the present and the future of this relationship.



Celebrating with the Nation 80^{th} National Pay



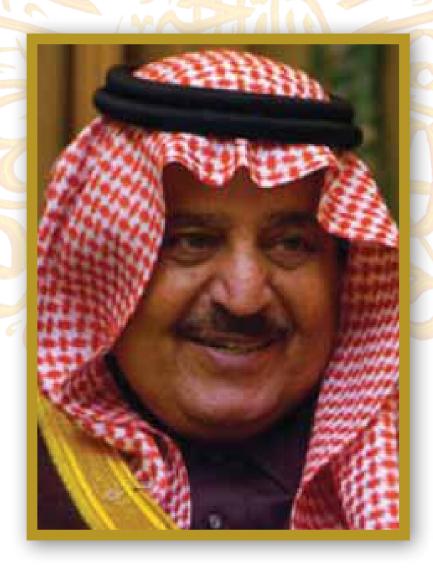
H.M. KING ABDULLAH
BIN ABDUL AZIZ AL-SAUD
CUSTODIAN OF THE TWO HOLY MOSQUES

Telebrating with the Nation 80^{th} National Pay



HRH CROWN PRINCE SULTAN
BIN ABDUL AZIZ AL-SAUD
DEPUTY PRIME MINISTER, MINISTER OF
DEFENCE AND AVIATION AND
INSPECTOR GENERAL

Celebrating with the Nation 80^{th} National Pay



HRH PRINCE NAIF
BIN ABDUL AZIZ AL-SAUD
SECOND DEPUTY PRIME MINISTER AND
MINISTER OF INTERIOR

Telebrating with the Nation 80^{th} National Pay



HRH PRINCE SAUD AL FAISAL BIN ABDUL AZIZ AL-SAUD MINISTER OF FOREIGN AFFARIS



In the name of Allah, Most Merciful, Most Gracious Praise be to Allah and peace be upon His Prophet.

Our loyalty, love and gratitude to the Custodian of the Two Holy Mosques, Our recognition to His Royal Highness the Crown Prince for his grace and kindness, Our trust, appreciation and gratitude to His Royal Highness the Second Deputy Premier, And our gratitude for his care and guidance to His Royal Highness, The Foreign Affairs Minister.

In the name Allah, who says in His Holy book the "Holy Quran":

"Seest thou not how God sets forth a parable? A goodly Word Like a goodly tree, whose root is firmly fixed and its branches (reach) to the heavens. It brings forth its fruit at all times by the leave of its Lord. So God sets forth parables for men in order that they may receive admonition"

Dear Distinguished Guests,

Assalamualaiku warahmatullahi wabarakatuh,

Today, we celebrate the anniversary of a declaration that united a country which was once divided - the land of the

Kingdom of Saudi Arabia - united into becoming one nation, one heart and one spirit. We deserve to be proud of our pioneering endeavour, our distinction and our unity, which is unique from any others in this world. This National Day is a great day for this country as is its faith, its leaders, its people, land, heritage and culture. All of us are joined together to become the heart of this prospering loving country. Words cannot express but a token of what we feel in our heart.









"Our loyalty, love and gratitude to the Custodian of the Two Holy Mosques; our recognition to His Royal Highness the Crown Prince for his grace and kindness; our trust, appreciation and gratitude to His Royal Highness the Second Deputy Premier; and our gratitude for his care and guidance lo His Royal Highness the Foreign Affairs Minister."

Truly, it is a national day throughout the year for us, but today in particular it has a special place in our heart. Each anniversary for this day is different from the one before. We find the great people of this Nation clinging strongly to their faith and gathered around their leader year after year. The feeling of love and pride increases each day and each hour in this county. It is a pioneer in all matters. Not only it bears on its shoulders the worries of the Arab and Muslim nations, it also bears the worries of the entire world from east to west, north to south.

Dear Distinguished Guests,

As we all know Saudi Arabia and Malaysia enjoy strong relationship which has started since early sixties. This relationship has since grown, developed and prosper. The visit of the Custodian of the Two Holy Mosques -

may Allah protect him - to Malaysia in late January 2006 marked the beginning of a new strategy relation between the two courtiers in various fields notably in politics, economy, education, technology, culture and information . And the working visit of His Excellency the prime minister of Malaysia to Saudi Arabia in January 2010 has developed the relation between two countries

Dear Distinguished Guests,

I would like to take this opportunity on this pleasant occasion to express the best of my greetings and compliments to the Custodian of the Two Holy Mosques King Abdullah bin Abdul-Aziz Al Saud , His Royal Highness Crown Prince Sultan bin Abdul-Aziz Al Saud , the Second Deputy Premier His Royal Highness Prince Naif bin Abdul Aziz Al Saud, to all the royal families, the Government and to all the Saudi people. I pray to Allah that He would continually bless us with peace, harmony and the grace of Islam. May Allah safeguard our Kingdom and all the Muslim nations from all harm.

On this dear and precious occasion, the Royal Embassy of Saudi Arabia in Malaysia is pleased to issue the third edition of the Saudi Arabia Magazine. InshAllah the Magazine will be a new and a significant contribution

for Islam and the Nation in order to spread the Kingdom's voice at all places and communicate with others .

Many thanks to the companies who contributed and participated in the publication of the Magazine's second edition, hopefully it would be a special one.

Wassalamualaikum warahmatullahi wabarakatuh.

H.E. MOHAMED REDA ABU AL-HAMAYEL **Ambassador of the Kingdom of Saudi Arabia in Malaysia**

Bilateral Relations

The Kingdom of Saudi Arabia and Malaysia have always shared friendly and warm bilateral ties. The close relationship between the two friendly Nations was further cemented earlier this year (2010) when Malaysian Prime Minister Mohamed Najib bin Abdul Razak paid an official, four-day working visit to the Kingdom.





Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak (left) received the highest award of the government of Saudi Arabia, King Abdul Aziz Order of Merit (First Class) by King Abdullah Abdulaziz Al-Saud at the award ceremony at the Conference Palace here, on Saturday.



Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak and wife Datin Seri Rosmah Mansor listen to the explanations from the President of King Abdullah University of Science and Technology (KAUST) Shih Choon Fong (left) when visiting the university



Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak and wife Datin Seri Rosmah Mansor is seen performing the Umrah at Masjidil Haram

uring his visit, Malaysian Prime Minister Datuk Seri Najib Tun Razak was conferred the King Abdul Aziz Order of Merit (First Class), Saudi Arabia's highest honour, by King Abdullah Abdulaziz Al-Saud. "I would like to express my deepest gratitude to His Majesty for the award. I consider this as a manifestation of the close relations enjoyed between Saudi Arabia and Malaysia," Najib told reporters. According to him, it also signified vast potential for cooperation that could be forged between the two Islamic nations, not only for their common benefit but also for the larger Muslim community.

On what transpired during his talks with King Abdullah, Najib said he thanked the Saudi government for having given ample opportunities for Malaysian firms to take part in Saudi Arabia's economic development.

"We also appreciate that some parties in Saudi Arabia are keen to invest in Malaysia, like PetroSaudi International Ltd which has established a joint venture with 1Malaysia Development Bhd," he said.

Dato Najib said Malaysian entities with large funds could well consider venturing out to Saudi Arabia and take part, for example, in the redevelopment of the holy city of Mecca. Besides construction, project management and information technology were other areas where Malaysian companies could excel, he said. Dato Najib mentioned that the conduct of Malaysian Haj pilgrims over the years had impressed King Abdullah. "His Majesty feels that Malaysian pilgrims are the best lot of them all. He said he couldn't recall ever coming across problems involving Malaysian pilgrims," he said.





Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak and wife Datin Seri Rosmah Mansor listen to the explanations from the President of King Abdullah University of Science and Technology (KAUST) Shih Choon Fong (left) when visiting the university





Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak welcomed by members of Malaysian Business Council (MBC) soon after he arrived at the dinner with MBC

On King Abdullah's initiative for promoting inter-faith dialogue, Najib said Malaysia too was keen on forging greater understanding among people of many different faiths and beliefs. Najib and the Saudi king also discussed developments in Afghanistan and terrorism.

"There is a need for our two countries to seek greater cooperation to deal with the threat of terrorism in all its forms," Najib said, adding that a formal pact on this may be on the cards. Najib also held talks with Saudi Foreign Minister Prince Saud Al-Faisal. Malaysia intends to take advantage of ample economic opportunities offered by Saudi Arabia, with Prime Minister Datuk Seri Najib Tun Razak describing relations between the two Muslim countries as "very important and strategic". He said Saudi Arabia's US\$144 billion budget for 2010 should translate into attractive possibilities for Malaysian companies to be involved in the kingdom's economic activities and other fields.

"I hope that we'll be able to expand economic linkages between the two countries not only in terms of trade but also in areas like Islamic finance and insurance, halal food and real estate development," he said. The prime minister said this when addressing a gathering organised by the Malaysia Business Council in conjunction with his four-day official visit to Saudi Arabia.

Total trade between Malaysia and Saudi Arabia was close to US\$1.8 billion during January-November 2009. Najib said

Malaysia was also eyeing more visitors as well as students and medical tourists from this oil-rich kingdom.

"I believe that in terms of future prospects, Saudi Arabia holds wonderful opportunities for us and we must position ourselves well in this market," the prime minister said. He said Malaysia ranked the 13th largest foreign investor in Saudi Arabia in 2008.

"And if we include the total investment value of Malaysian firms in the Jizan Economic City, Malaysia would rank the fourth largest foreign investor in the kingdom," he observed. The total number of Malaysian companies registered with the Saudi Arabian General Investment Authority is 87, of which 17 are involved in the industrial sector with a total investment value of US\$4.3 billion.

The rest are involved in the services sector with investments worth US\$238.6 million. Najib reckoned that there were positive vibes between Malaysia and Saudi Arabia that should lead to enhanced bilateral ties. According to the prime minister, Saudi leaders held Malaysia in high esteem and viewed it as a friendly nation in many aspects.

Prime Minister also visited the relatively new but already renowned King Abdullah University of Science and Technology (KAUST). The Prime Minister was received by KAUST's President, Professor Choon Fong Shih, and then was taken on a tour of the university.

KING ABDULLAH "THE REFORMER" SAYS NEWSWEEK

Recently, Newsweek published a list of the top 10 most respected leaders around the world, and Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz was featured on the list as "The Reformer." The piece noted the many strides King Abdullah has made in opening Saudi Arabia to foreign investors, providing the best education for his citizens, eliminating extremists within his borders and opening the job market to women.

Women power

Over the course of his five years as King of Saudi Arabia, King Abdullah has achieved a lot of firsts. In February 2009, King Abdullah appointed Norah Al-Fayez as the Deputy Education Minister for Women's Education. This was the first time a woman was appointed a minister in the Kingdom. In addition, in September 2009, King Abdullah opened the first coeducational high education institution in the Kingdom, King Abdullah University of Science and Technology (KAUST). KAUST is the realization of King Abdullah's vision for an international graduatelevel research university in the Middle East to act as a beacon of learning and understanding throughout the region.

True Islamic Values

King Abdullah has stood firm against

those who wish to harm the Kingdom and its allies. In 2005, King Abdullah launched the first-ever awareness campaign to reinforce the true values of the Islamic faith and to educate Saudi citizens about the dangers of extremism and terrorism. The campaign, conducted over several months, featured advertisements on television, radio and billboards, as well as programs on television, in schools and mosques and at sporting events.

Interfaith Dialogue

In order to help bridge the gap between cultures and encourage dialogue, King Abdullah launched the Interfaith Dialogue Initiative in 2008. The initiative has brought together hundreds of religious and political leaders from throughout the world to unite behind the commonality of their faiths and cultures. In addition,

King Abdullah initiated the Religious Education Program to educate imams (prayer leaders) and monitor mosques and religious education to eliminate extremism and intolerance.

Thrust in Education

Throughout his reign, King Abdullah has worked tirelessly to bring people from different cultures, religions, and backgrounds together. The King Abdullah Scholarship Program is an example of this. The program sends qualified Saudi students to colleges and universities around the world to learn, make friends and experience foreign cultures. The Saudi government has already offered scholarships to more than 60,000 students to the United States, Canada, Malaysia, Australia, New Zealand, Japan and other countries.









KAUST FROM DREAM TO REALITY

KAUST, His Majesty Custodian of the Two Holy Mosques King Abdullah Bin Abdulaziz Al Saud's dream education initiative was inaugurated on 23 September, 2009. We bring you excerpts from His Majesty's message.



"The Islamic civilization historically has played an enormous role in serving humanity. After God, the great Islamic scholars have contributed to many areas of scholarship, such as the role played by Ibn Al-Nafees in medicine, the impact Jaber bin Hayyan had on chemistry, and Al-Khawarizmi's pivotal role in algebra. Similarly, the study of sociology benefited immensely from the genius of Ibn Khaldoon.",

H.M. King Abdullah Bin Abdul Aziz Al-Saud

The idea of this university has been a dream of mine for more than 25 years. It has been a persistent desire that has lived with me ever since. And I thank God, the Great, the Merciful, that he enabled us to embody it as a reality that stands mightily, with God's will, on our soil today. On behalf of the Saudi people, I would like to express our deepest thanks for your presence here and your participation in the birth of our dream

For all of that, the university, whose inauguration we celebrate today, did not emerge from nowhere. It is a continuation of what distinguished our civilization in its golden age. This is, first of all, what the university stands for.

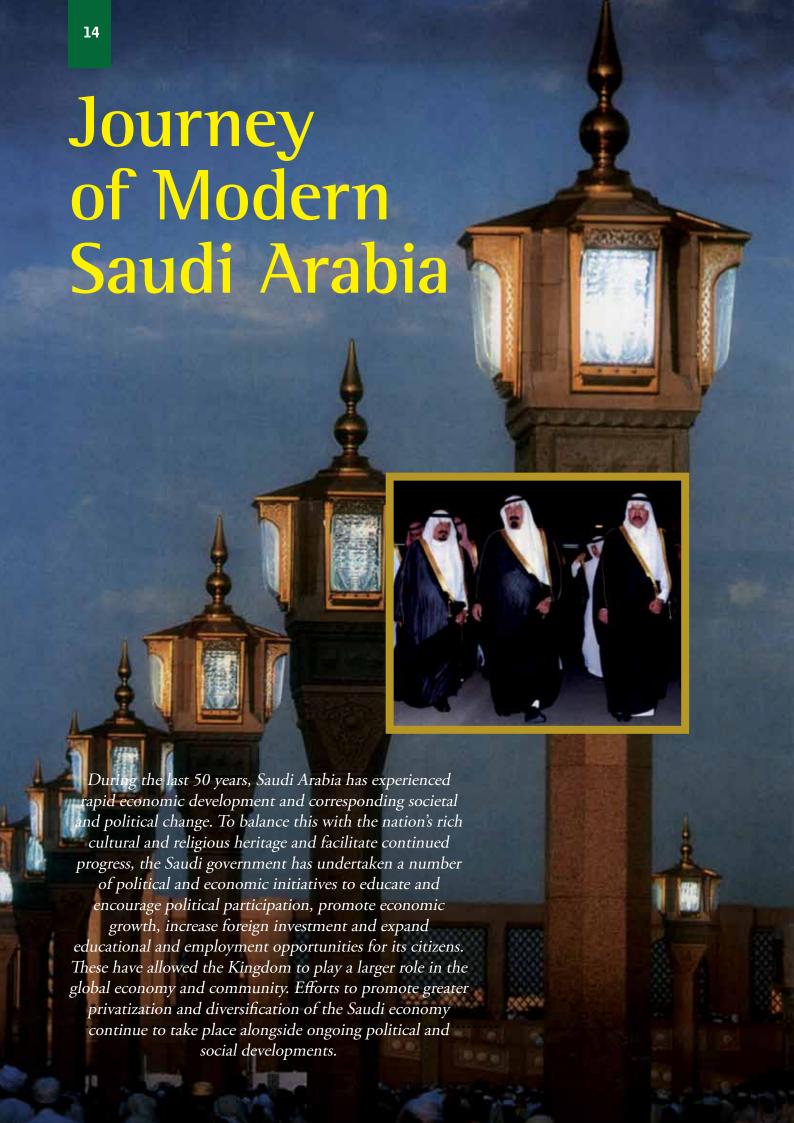


Throughout history, power has attached itself, after God, to science. And the Islamic nation knows too well that it will not be powerful unless it depends on, after God, science. For science and faith cannot compete except in unhealthy souls. And God has graced us with our minds, which we use to understand and recognize God's laws of nature. For He, the Almighty, said, "Of his faithful, God is feared by scientists." And this is the second meaning of the university.

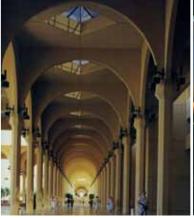
Humanity has been the target of vicious attacks from extremists, who speak the language of hatred, fear dialogue, and pursue destruction. We cannot fight them unless we learn to coexist without conflict – with love instead of hatred and with friendship instead of confrontation. Undoubtedly, scientific centers that embrace all peoples are the first line of defense against extremists. And today this university will become a House of Wisdom to all its peers around the world, a beacon of tolerance. This is the third meaning of the university.



Opportunity Saudi Arabia in Malaysia









Saudi Arabia's investments in modernizing its education and political system and opening its economy to increased foreign investment, privatization and diversification have together prepared the Kingdom and its citizens well for their participation in the global economy and community.

When the modern Kingdom was established in 1932, the Arabian Peninsula was an agricultural society that depended on farming and commerce—especially date exports and trade generated by pilgrims coming to Makkah and Madinah. It lacked the infrastructure needed to support the kind of economic growth envisioned by its founder, King Abdulaziz bin Abdulrahman Al-Saud. The discovery of oil in commercial quantities in 1938 changed that. Soon after World War II, steady oil exports provided the funds to build a basic infrastructure of roads, airports, seaports, schools and hospitals.

By 1970, Saudi Arabia introduced the first of a series of ongoing five-year development plans to build a modern economy and society capable of producing consumer and industrial goods that previously had been imported. The country's infrastructure was expanded, allowing industry and commerce to flourish. At the same time, the national oil company, Aramco, invested in new production facilities, pipelines, plants and shipping facilities and continued exploring for new deposits to maximize earnings from the oil sector, which were needed to fund further growth. The result was a steady economic transformation of the country, which joined the World Trade Organization in 2005. Today, Saudi Arabia is one of the fastest developing countries in the world.

Commensurate with this rapid modernization were developments in the country's political and administrative system, which had evolved from a standard monarchy to include the formalization of the Islamic system of popular consultation. By the 1990s, the Custodian of the Two Holy Mosques King Fahd bin Abdulaziz moved to revitalize the existing political system in order to streamline it to meet the requirements of a modern nation. Taking into consideration the Kingdom's role in the Islamic world, as well as its traditions and social fabric, the changes were made in total adherence to Islam.

These efforts led to a move toward greater participation of the citizenry in the governing of their country, and the Saudi government approved procedures for the election of half the members of the municipal councils. Elections took place in early 2005, and initiatives to promote education, modernization and diversification are ongoing.

Education: Preparation for the Global Economy

Saudi Arabia views its citizens as the most essential element of the nation's development. To support the Kingdom's continued growth and to meet the needs of a burgeoning youth population, the government allocates about 25 percent of its annual budget to educational initiatives. In Saudi Arabia today, there are 24 public universities, eight private universities, more than 100 colleges and more than 26,000 schools, with more educational institutions planned. Approximately 5 million students are enrolled in the system, which has a student-to-teacher ratio of 11-to-1, representing one of the lowest in the world. Some of the broader initiatives the Kingdom has undertaken during the last decade to support this infrastructure growth include:

- A \$267 million project to upgrade the math and science syllabi in schools in the Kingdom. In order to successfully implement the changes teachers will need to be trained in modern teaching techniques. The project is expected to be completed by 2012.
- A multi-year program to update textbooks and curricula, introduce new teaching methods and provide better training for teachers.
- The establishment of student councils in public schools to begin educating young Saudis about civic responsibilities and participatory governance.
- A 25-year strategy developed by the Ministry of Higher Education to align the higher education system with the country's development and job market requirements.

To extend the reach of the Saudi education system, the Kingdom's universities have established numerous partnerships with world-class institutions. These collaborative efforts foster the development of shared academic programs.

The King Abdullah University of Science and Technology (KAUST), for example, has entered into Academic Excellence Alliance partnerships with Stanford University and the University of California, Berkeley in the United States. KAUST has enlisted the help of Stanford's Applied Mathematics and Computational Science Department and Berkeley's Mechanical Engineering Department to assist with curriculum development, to nominate founding faculty and to establish a collaborative research direction for the new university.

Other such arrangements include an agreement signed in March 2008 for scientific and academic cooperation between the Jeddah Community College and Louisiana Community and Technical College System. The Naif Arab University for Security



Sciences also signed a Memorandum of Understanding with Johns Hopkins University in Baltimore, Maryland in May 2008. The agreement includes joint scientific research, program organization and the exchange of scientific publications.

Such efforts to promote learning, interaction and exchange on the global level are indicative of the overall approach the Saudi government has taken with respect to education. Epitomizing this is the King Abdullah Scholarship Program, in which qualified Saudi students are sent to attend colleges and universities around the world to learn, make friends and experience foreign cultures. The Saudi government has offered scholarships to more than 50,000 students, who are attending schools in the United States, Canada, Malaysia, Australia, New Zealand, Japan, and other nations.

Education: Fostering Opportunities for Women

Approximately half the students enrolled in Saudi schools are female, and of the more than 600,000 students at Saudi universities and colleges, women comprise 58 percent of the student body. The Kingdom has therefore undertaken several initiatives to support the educational and professional development of women in Saudi society.

Examples of these efforts include Dar Al-Hekma, the Kingdom's first private college for women, which will become a university following Minister of Higher Education's approval for four new faculties in September 2008. Dar Al-Hekma's new faculties will include a Faculty of Health Sciences and Humanities, a Faculty of Law and International Relations, a Faculty of Business and Economy, and a Faculty of Design and Architecture.

In October 2008, King Abdullah laid the foundation stone for the Princess Nourah bint Abdulrahman University for Girls, one of the world's largest institutions of higher learning exclusively for women. The new university will have a 700-bed hospital and 15 colleges, including those for medicine, dentistry, nursing, naturopathy and pharmacology. It will also feature an administrative area, staff housing and public facilities including mosques and a transportation system. The project is expected to be completed by 2010.

Both the Ministry of Education and the Ministry of Higher Education reserve jobs for women of distinguished status. Accounting, banking and computer training centers have also opened to prepare women for jobs, as have training programs organized by the General Organization for Technical Education and Vocational Training and implemented by the Ministry of Labor. In addition, the technological, medical, and automotive sectors have opened avenues of opportunity to women.

Modernization: Promoting Development

Developments on the educational front have been complemented by those within the political system. In 2009, King Abdullah made a series of changes within the government:

- King Abdullah issued a Royal order appointing Interior Minister Prince Nayef bin Abdulaziz to the position of Second Deputy Prime Minister.
- Nourah Al-Fayez was appointed Deputy Minister of Education for Women's Education. She is the first woman to be appointed to the Council of Ministers.
- A new Secretary General of the Judiciary Supreme Council.
- A new Secretary General of the Supreme Economic Commission.
- A new Director General of the Commission for the Promotion of Virtue and Prevention of Vice.
- King Abdullah also reconstituted the Council of Senior Ulema (Muslim Scholars) by appointing new members and extending the tenures of others. Sheikh Dr. Fahd bin Saad Al-Majed was appointed the new Secretary General of the Ulema, and Grand Mufti Sheikh Abdulaziz bin Abdullah Al Aasheikh was reappointed chairman of the Commission of Senior Ulema.

In addition to new appointments, the Saudi government has also included popular elections within the system. The Kingdom's first municipal elections were held in 2005. The elections for members of the nation's municipal councils were held in three phases and a total of 592 representatives were elected.

These political developments are consistent with the types of changes that have occurred regularly throughout the nation's history. In 1992, just as his father had before him, King Fahd improved the existing political system by introducing three major political developments to modernize the government within the framework of the Kingdom's traditions:

- The formation of the Consultative Council (Majlis Al-Shura): The Consultative Council now consists of 150 members who serve four-year terms. The membership is divided into 12 committees: human rights, security, economics, finance, foreign affairs, public services, transportation and communications, social and health services, culture and information, administration, Islamic affairs, and education.
- The establishment of Regional Councils in each of Saudi Arabia's 13 provinces: The Councils review management of the provinces by their respective local governments.
- The introduction of the Basic Law of Governance: Similar to a constitution, the Basic Law outlines the goals and responsibilities of the government and defines the relationship between the ruler and citizens.





This continuous movement to improve and streamline the government and how it responds to the needs to the Saudi people is all a part of Saudi Arabia's strategy to ensure the long-term success of the country and to institutionalize the best practices. Consistent with this, the Royal Court announced on October 20, 2006 the establishment of the Allegiance Commission to formalize the Royal succession. Under the new system, the King will nominate a Crown Prince, and the Allegiance Commission will vote on the candidate. In December 2007, King Abdullah issued a Royal decree naming 35 members of the Royal family to the Allegiance Commission.

Diversification: Building an Economy for the Future

With almost one-quarter of the world's known oil reserves and 13 percent of world production, Saudi Arabia is the world's leading producer and exporter of oil. Its policies on the production and export of oil and petroleum products have a clear impact on the global energy market and the global economy. Mindful of its responsibility, Saudi Arabia has remained committed to ensuring stability of oil supplies and prices.

In the fall of 2002, to maintain market stability, Saudi Arabia boosted oil production to compensate for the fall in Venezuelan production; in the spring of 2003, it boosted output to compensate for the loss of Iraqi production; and to meet increasing global demand through 2008, Saudi Arabia increased its capacity in 2004 to 11 million bpd—while then refocusing 6 November 2009 its approach toward the end of that year to stabilize prices in the face of the global economic contraction.

As of the end of 2007, Saudi Arabia's proven oil reserves consisted of 264 billion barrels, with undiscovered resources estimated at 200 billion barrels. At the current rate of production, reserves will last for approximately 80 years, allowing the Kingdom to provide the global market with adequate quantities of crude oil

the world can depend on for its prosperity and economic growth. Given the finite nature of Saudi Arabia's natural resources and the historical importance they have played in the nation's development, the Kingdom has taken precautions to expand its economic base to minimize its reliance on this resource as a sole supply of government revenue. In 2008, the non-oil GDP grew by 4.5 percent to \$223 billion. Saudi Arabia's nonpetroleum exports increased to \$2.7 billion in May 2008, up from \$2.3 billion in May 2007.

Aiding this transition away from reliance on oil, the Kingdom has taken steps to privatize many of its vital economic sectors. The Supreme Economic Council has led these efforts by specifying the sectors to be privatized and establishing strategic plans to implement the change. Sectors that are now open to privatization include: telecommunications, civil aviation, desalination, highway management, railways, sports clubs, health services, government hotels, municipal services, education services, operation and management of social service centers, Saudi employment services, agricultural services, construction and management of abattoirs, public parks and recreation centers, and cleaning and waste collection. As a result, in 2008 the private sector grew by 8 percent and contributed an estimated 46 percent to the GDP. The government also signed 2,500 new projects with the private sector worth a total value of \$32 billion.

In a report issued on 19 August 2009, the International Monetary Fund highlighted the strength of the Saudi economy and commended Saudi leaders on their role in stabilizing the oil markets. On 9 September 2009, the International Finance Corporation (IFC), an affiliate of the World Bank, ranked Saudi Arabia the 13th best investment environment out of 183 countries surveyed. These reports continue to encourage international corporations to invest in Saudi Arabia as it continues to grow its non-petroleum assets.

Congratulations and best wishes

to the people and Kingdom of Saudi Arabia on their 80th National Day



Dr. Fadil Fouad Basyyoni Consultancy Firm Dr. Fadil Fouad Basyyoni is the President & Vice Chairman of Saudi ASMA Environmental Solutions (SAES) since 2007 and a founding member of SAES, which is a JV between Malaysian ASMA and Al Tamayiz. The company is focused on providing environmental consultancy, technology and solutions. Dr Fadil is the main driver of the rapid growth of SAES to become one of the most professional environmental firms in the Kingdom and the GCC. He is also the Environmental Advisor to the Excellency Mayors of Makkah, Madinah and Jeddah.

Dr Fadil Basyyoni Environmental Consulting Firm (DFBECF) is well versed in international business practices and their application to domestic business environments, and a leader in improving quality, cutting costs, and strengthening productivity and efficiency with a strong emphasis on teamwork and clear organizational structures as a means to achieve business goals.

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HRH PRINCE SAUD AL FAISAL **BIN ABDUL AZIZ AL-SAUD** MINISTER OF FOREIGN AFFAIRS

"In keeping with the true principles of Islam, which is a religion of moderation and tolerance, the Kingdom of Saudi Arabia has pursued a policy of disseminating a culture of dialogue among civilizations and cultures, with the objective of promoting coexistence and mutual understanding and propagating human values. This is the manner in which confrontation can be replaced with concord, and how tensions can be eased, conflicts defused, and peace and security achieved," said Minister of Foreign Affairs Prince Saud Al-Faisal in his address to the Third Global Forum of the Alliance of Civilizations held early this year. We bring you the highlights of his message.

his Third Global Forum of the Alliance of Civilizations, under the theme "Bridging Cultures, Building Peace," is particularly important in light of the challenges that the world is currently facing. challenges require cooperative, concerted and integrated endeavors from all of us, especially to jointly confront the violence and terrorism of extremist groups that advocate hatred, reject dialogue and seek to cause havoc and kindle the flames of strife and conflict.

In keeping with the true principles of Islam, which is a religion of moderation and tolerance. the Kingdom Saudi Arabia has pursued a policy of disseminating a culture of dialogue : illiteracy, and the provision of vocational among civilizations and cultures, with the : objective of promoting coexistence and mutual understanding and propagating human values. This is the manner in which confrontation can be replaced with concord, and how tensions can be eased, conflicts defused, and peace and security achieved.

At the domestic level, we have promoted a nation-wide culture of dialogue. We established a National Center for Dialogue in which all sections of Saudi: society participate. We have also paid special attention to the development of education programs, the eradication of

training opportunities. Our openness to various cultures is illustrated by awarding scholarships to nearly 90,000 male and female students to study at universities in over 14 countries in all five continents. By the Grace of God, a university of science and technology has been established to receive students from all parts of the world who are working together to apply science and technology to the benefit of mankind.

In the social field, my country's Government is institutionalizing the principles of human rights in the governmental and civil sectors and spreading the culture





of human rights in schools and universities. It is supporting endeavors to preserve the unity of the family, which is the mainstay of social cohesion and the first line of defense against subversion of the country's youth by propagators of extremist ideologies. Programs and projects have also been adopted to ensure the advancement of Saudi women and enable them to participate effectively in all spheres of life. We do not say that we have achieved all that we desire, but we are steadily moving in the right path.

Our initiative for dialogue among the followers of religions and cultures was launched to dispel misunderstanding, eliminate manifestations of conflict, hostility and hatred and emphasize the vast opportunities of cooperation among all religions without interfering with theological doctrines. The purpose of this initiative is to strengthen and promote closer cooperation and integration with the many active efforts that have been made in this field, so they can all serve the common human values calling for virtue, fraternity and peace among all of humanity. Our initiative has proceeded along parallel political and cultural tracks.

On the political track, an Extraordinary Islamic Summit was convened in Makkah in December 2005 at our invitation, in order to reaffirm the rejection of violence, extremism and terrorism and to promote the values of dialogue, tolerance and mutual respect. The High-Level Meeting that was subsequently called by the General Assembly of the United Nations in November 2008 was intended to provide the broadest and highest degree of political support for all initiatives aimed at promoting dialogue and mutual understanding and disseminating a culture of peace. During that Meeting, we expressed our belief that: "Terrorism and criminality are the enemies of every religion and every civilization. Our dialogue, conducted in a civilized manner, should revive and reinstate lofty ideals among peoples and nations. This will constitute a glorious triumph of what is most noble over what is most reprehensible in human beings and will give mankind hope of a future in which justice, security and a decent life will prevail over injustice, fear and poverty."

On the cultural track, Muslim religious scholars of all denominations and schools of thought gathered in Makkah in May 2008 to affirm the true nature of the Islamic religion and its message of dialogue and peace. The subsequent

World Conference on Dialogue, held in Madrid from 16 to 18 July 2008 and attended by representatives of all the major religions, was, as we described it at the time, "a dialogue defending faith against unbelief, virtue against vice, justice against iniquity, peace against conflicts and wars, and human brotherhood against racism." The Madrid Declaration that was unanimously approved stated that: "Respecting human dignity, promoting human rights, fostering peace, honoring agreements and respecting the traditions of peoples as well as their right to security, freedom and self-determination, are the basis for building good relations among all peoples. Achieving this is a major objective of all religions and prominent cultures". Serious endeavors are currently being made to establish an International Centre for Dialogue comprising representatives of all the main religions working in a fully independent manner, free from any political interference.

The Kingdom of Saudi Arabia firmly believes that cultural diversity enriches human civilization. As a consequence, it has intensified its endeavors to further cultural contacts with friendly countries by supporting international, regional and civil society organizations and institutions concerned with culture and education. The United Nations Educational, Scientific and Cultural Organization (UNESCO) recently held a ceremony in which our International Prize for Translation was awarded. My country is participating actively in the Arab League Educational, Cultural and Scientific Organization (ALECSO) and the Islamic Educational, Scientific and Cultural Organization (IESCO) and is supporting civil society institutions such as the King Faisal International Award, Al-Beit al-Arabi, the International Institute of Arab and Islamic Studies in Spain, and the Arab Thought Foundation. It is also supporting the endowment of academic chairs in many universities of the world; local and international prizes have been awarded to encourage research in scientific fields and the humanities; and cultural and student exchange programs between the Kingdom and other friendly countries are being encouraged.

I am fully confident that, by virtue of the kind patronage of His Excellency the President of Brazil, and the active participation of the international community, your distinguished meeting will lead to further positive steps and joint initiatives to promote a culture of dialogue and encourage mutual understanding and respect among all human beings in the best interests of mankind.

HAJJ: A SPIRITUAL JOURNEY

Labayk Allahuma Labayk Labayk. La shareeka laka Labayk. Innal hamda wannimata laka wal mulk. La shareeka Lak (Here I am at your service, oh Lord, here I am - here I am. No partner do you have. Here I am. Truly, the praise and the favour are yours, and the dominion.

No partner do you have.)



These are the words chanted by some two million people from across Saudi Arabia and throughout the world heading, as if pulled by a magnet, to one single spot on earth. As has happened every year for 14 centuries, Muslim pilgrims gather in Makkah to perform rituals based on those conducted by the Prophet Muhammad during his last visit to the city.

Performing these rituals, known as the Hajj, is the fifth pillar of Islam and the most significant manifestation of Islamic faith and unity. Undertaking the Hajj at least once is a duty for Muslims who are physically and financially able to make the journey to Makkah. The emphasis on financial ability is meant to ensure that a Muslim takes care of his family first. The requirement that a Muslim be healthy and physically capable of undertaking the pilgrimage is intended to exempt those who cannot endure the rigors of extended travel.

The pilgrimage is the religious high point of a Muslim's life and an event that every Muslim dreams of undertaking. Umrah, the lesser pilgrimage, can be undertaken at any time of the year; Hajj, however, is performed during a five-day period from the ninth through the thirteenth of Dhu Al-Hijjah, the twelfth month of the Muslim lunar calendar.

In the past, and as late as the early decades of the last century, few people were able to "make their way" to Makkah for the pilgrimage. This was because of the hardships encountered, the length of time the journey took, and the expense associated with it. Pilgrims coming from the far corners of the Islamic world sometimes dedicated a year or more to the journey, and many perished during it due in part to the lack of facilities on the routes to Makkah and also in the city itself.

The circumstances of the Hajj began to improve during the time of King Abdul Aziz Ibn Abdul Rahman Al-Saud, the founder of the modern Kingdom of Saudi Arabia. Major programs were introduced to ensure the security and safety of the pilgrims, as well as their well-being and comfort. Steps were also taken to establish facilities and services aimed at improving housing, health care, sanitation and transportation.

Today, though the rituals at the holy sites in and near Makkah have remained unchanged from the time of the Prophet, the setting for the pilgrimage and the facilities available to the pilgrims are a far cry from those that existed at any time in history. Hardship was once expected and endured as part of the pilgrimage, and Muslims who embarked on this undertaking traditionally assigned

a relative or trusted member of the community as the executor of their wills in case they did not return from the journey.

Muslims today undertake the pilgrimage in ease, receive a warm welcome on their arrival in Saudi Arabia, and are provided with the most modern facilities and efficient services possible. Without the distractions that their forebears had to contend with, today's pilgrims are free to focus solely on the spiritual aspect of the Hajj.

Preparing to Welcome the Guests of God

"It is truly amazing," said Rajeeb Razul, a journalist from the Philippines, as he stood on the roof of the Ministry of Information building near the Nimera Mosque in Arafat watching a column of pilgrims that stretched to Mina, almost eight miles in the distance, make their way past the mosque toward the Mount of Mercy. "To organize a gathering of humans this large, for housing them, for feeding them and for meeting their every need year after year must be a monumental task," he observed.

Saudi Arabia considers serving the guests of God an honour and dedicates vast manpower and financial resources to the proper conduct of the pilgrimage. Over the past four decades, it has spent billions of dollars to expand the Holy Mosque in Makkah and the Prophet's Mosque in Madinah, as well as establishing modern airports, seaports, roads, lodging, and other amenities and services for the pilgrims.

The establishment of these facilities by itself does not ensure a successful Hajj. To do so, the Kingdom has put into place a vast organization supervised by the Supreme Hajj Committee, which







reports to the Custodian of the Two Holy Mosques King Fahd Ibn Abdul Aziz, who traditionally is in Makkah during the pilgrimage. The committee seeks to coordinate the activities of various government ministries and agencies and prevent redundancy. Each of these organizations assumes responsibility for projects in its sphere of expertise. For example, the Ministry of Islamic Affairs, Endowments, Call and Guidance issues special booklets on the rites of the Hajj in many languages for distribution among the pilgrims. The Ministry of Health oversees medical services while the Ministry of Information hosts journalists and members of the media from other countries to cover the pilgrimage, while at the same time arranging for live transmissions of the rituals by satellite throughout the world.

Planning for each year's pilgrimage generally starts at the conclusion of the previous one and involves evaluating various programs and, if necessary, introducing steps to improve any service that is deemed below par. Once plans for the next Hajj are approved, they are sent to the appropriate government agency, which immediately sets out to implement them. The progress of these plans is reviewed by the committee throughout the year and, once in place, the project is inspected several weeks before the pilgrimage starts.

A Vast Brotherhood

Performing the Hajj is the spiritual apex of a Muslim's life, one that provides a clear understanding of his relationship with God and his place on Earth. It imparts in a Muslim not only the assurance that he has performed the fifth pillar of Islam by following in the footsteps of the Prophet, but also the realization that he is part of an ummah (nation) that is more than one billion strong and spreads across the globe.

This feeling is brought home upon the pilgrim's arrival in the Kingdom. Most pilgrims arrive by air, and as their planes taxi toward the impressive Hajj Terminal in Jeddah, they pass jetliners with familiar names, but also ones that bear exotic markings such as "Southern China Airlines" and "Daghestan Airlines" and others from every part of the world.

While waiting to be processed through the arrival hall, the pilgrim begins to shed his identity as he stands amidst a sea of people in Ihram, the two seamless pieces of white cotton that men wear and the simple, generally white, attire that women wear. Here no one can tell a person's social or economic status or his national origin based on the clothes he wears. Suddenly the pilgrim is simply, and above all else, a Muslim, and the realization slowly sets in that he is now focusing more than ever on other people's faces rather than their clothes. These faces represent almost every race or nationality on Earth. As energetic young Saudis move the pilgrims rapidly through customs, the pilgrim notices Arabs, Indians, Bosnians, Chinese, Spaniards, Africans, Laotians, French, Americans and many others.

Contact with people from such diverse races and nationalities over the days and weeks spent in the Kingdom engenders in the pilgrims a sense of understanding of and trust in total strangers simply because they are performing the Hajj together.

Arriving in Makkah

Before heading toward Makkah, the pilgrims are already dressed in Ihram or may change at Miqat, where special facilities are set up for this purpose. By donning the Ihram, the pilgrim enters a state of spirituality and purity.

On the way from Jeddah to Makkah along the modern superhighway, pilgrims board one of the fleet of 15,000 buses assigned to the Hajj. This vast concourse of vehicles approaches Mina, some four miles to the northwest of Makkah, where most of the pilgrims are housed in the thousands of air-conditioned tents that stretch to the limits of Mina Valley.

Walking through this vast city that has been established for use for only a few days a year, the pilgrim is struck by the orderliness of the place. Food is prepared in hundreds of kitchens spread throughout Mina and distributed among the tents. Thousands of drinking fountains and wash areas are located throughout the tent city. There are hundreds of medical clinics that supplement the hospitals in Makkah and Arafat. Security personnel and traffic police guide and help pilgrims. Despite the clear signs and numbered rows, some pilgrims, particularly the elderly, tend to get lost and need assistance finding their tents or groups. Banks of telephones are located in all the pilgrimage sites, allowing pilgrims to make direct international calls.

The Rites of Pilgrimage

After sunrise on the ninth day of the Islamic month of Dhu Al-Hajjah, this vast crowd of nearly two million begins to walk some eight miles to the Plain of Arafat, passing Muzdalifah on the way.

Many perform the noon and afternoon prayers at the Nimerah Mosque, a tradition set by the Prophet.

Approaching Arafat by midmorning, the pilgrim is amazed to find the vast plain covered by what appears to be a thick fog, even though the temperature hovers around 90 degrees Fahrenheit. This optical illusion is created by thousands of sprinklers placed atop 30-foot poles and spaced some 50 feet apart, which spread a fine mist of water to provide coolness. Millions of containers of chilled water are distributed from refrigerated trucks located along the pilgrim route.

Despite these precautions, the wail of sirens is ever present as hundreds of ambulances pick up pilgrims suffering from heat exhaustion and transport them to special clinics for treatment. The more serious cases are evacuated by helicopter to hospitals.

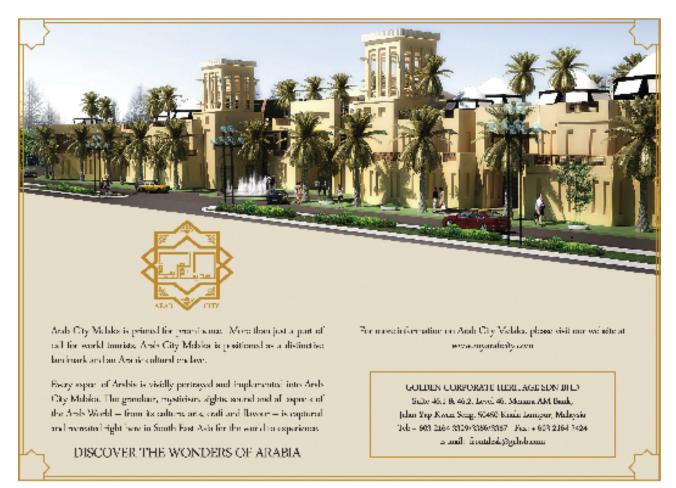
Pilgrims are required to spend the day in the plain, performing what is called the Standing at Arafat. Here they also visit the Mount of Mercy and ask for God's forgiveness for any sins committed and for blessings. Facilities have also been set up here to feed the pilgrims and meet any requirement they may have.

After the sun has set, this river of humanity retraces its steps back toward Makkah, but stops at Muzdalifah until the brightness of day appears on the eastern horizon. Here the pilgrims collect seven pebbles and carry them to Mina. As they arrive in the valley, they trek along a two-level pedestrian walkway some 100-yards wide toward the three stone pillars called the

Jamarat, which are meant to represent Satan. The pilgrims are required to cast the pebbles they have collected at the Stone Pillar of Aqabah while praising God, in a symbolic rejection of Satan. As the pilgrims approach along the walkway, they join those already at the pillar and, after hurling their pebbles, circle toward the exit ramp in the direction of Makkah. Signs in various major languages direct the crowds along the route.

The pilgrims then walk some four miles along pedestrian walkways to reach Makkah, where they perform the tawaf, circling the Ka'abah in the Holy Mosque seven times counter clockwise. They then perform sa'ay, the running between Safa and Marwa in an enclosed, air-conditioned structure. Male pilgrims are then required to shave their heads, although cutting a lock of hair is acceptable for both men and women. At this point, the pilgrims sacrifice an animal, donating its meat to the needy. Each year, over 600,000 animals are sacrificed, in modern abattoirs that complete the processing of the meat over the three days of the Eid. Distribution of this sacrificial meat goes to those in need in some 30 countries.

The rites of the pilgrimage are now completed. Pilgrims come out of Ihram and wear their normal clothes, but remain at Mina for the Eid Al-Adha, the festival that signals the culmination of the Hajj. Over the next two days, they stone the three pillars in the Jamarat, before performing the Tawaf Al-Wida', the Farewell Circumambulation of the Ka'abah before their departure from the city.



Saudi Arabia Investor's Choice

Saudi Arabia currently offers hundreds of live investment opportunities in a wide variety of sectors, industries and locations. How many countries can offer secure supplies of low-cost energy, a geographical launch pad to a vast market and a custom-designed, "turnkey" solution for your new venture or investment? One of the Top 20 destinations for foreign direct investment in the world, Saudi Arabia can do all this - and much more.

Saudi Arabia has long been recognized as a powerhouse of the Middle East. Now's it's poised to become one of the world's top 10 most competitive nations and with that, one of the most lucrative markets for strategic investment.

The Kingdom of Saudi Arabia (KSA) is undergoing an exciting transformation. One of the most enterprising nations in the Middle East, Saudi's vast natural energy combined with the long-term vision and strategic planning of its rulers has helped to create today's stable, robust economy. Now, Saudi is looking to the future with an ambitious program of accelerated growth and development that will position it firmly as a new global force.

Saudi's unique geographic features offer investors distinct business advantages: unmatchable supplies of oil and gas mean that energy costs are low and constant plus, having borders with three continents ensures it can provide highly-efficient transport links.

To capitalize on these geographic advantages, Saudi has set itself three strategic targets:

- to become the global capital of energy. Up and downstream petrochemicals, minerals, power and water are all vital to the Saudi and global economy.
- to act as a transport and logistical hub between east and west. KSA's roads, railways and air links create a potential consumer base of more than 250 million, all within 3 hours' reach.
- to transform its knowledge-based industries, ie healthcare, life science, education and IT. These industries are all crucial drivers of long-term, sustainable change.

KSA is a nation that is looking to and preparing for, a different kind of future, a future that's more inclusive, expansive, sustainable and integrated on both economic and social levels; a future that revolves around investment. New communications infrastructures, new transport routes, state of the art industrial complexes, dynamic training opportunities and a commitment to greater business efficiencies – all of these things and many more will be delivered through Saudi's focused investment, helping to build a nation of sustainable prosperity.



Home away from home

Saudi Arabia students find Malaysia a great option for pursuing their higher studies. Not only are the schools and facilities here inviting, but the deep cultural and religious ties make education in Malaysia an even more positive experience.



Take a stroll on the streets Kuala Lumpur, and you are likely to bump into a Saudi Arabian. And more often than not, he or she's likely to be a student, funded by King Abdullah to come to the country to pursue higher studies. Malaysia is fast emerging as the preferred destination for Saudi Arabian students. Not only are they drawn to the dynamic educational facilities and institutions of the multi-cultural country, but also its Islamic foundations make it easier for them to adapt to their new environment.

Almulhim Hani Abdullah, a 35-year-old Saudi Arabian PhD student at the International Islamic University in Kuala Lumpur, Malaysia, is in the country with his wife. The husband-wife duo is enjoying their stay in the South east Asian country. "Malaysia is a very student friendly country. We are very happy and comfortable here." Almulhim is a lecturer at the King Faisal University in Saudi Arabia and is currently doing his research in religious comparisons and cooperation, studying the Jewish, Islamic and Christian faiths.

As President of the Saudi Arabian students' club in Malaysia, Almulhim says students have more opportunities in the country as the curriculum is comprehensive. "Another appeal of the country is that culturally, socially and religiously, it is a lot similar to Saudi Arabia. So one doesn't feel like an outsider. It's like a home away from home," he says.

To computer software engineering student Alhomoud Muath Sauda, what appeals is the fact that there is constant evolvement and growth in the Malaysian educational system. "There are so many universities that are coming up. New ideas and thoughts are constantly being thrown at the students. The lecturers are highly competent," he says. It's the confluence of so many nationalities – there are students from all parts of the world in Malaysia – that makes studying in the country an interesting experience. "The Saudi cultural office in Malaysia is also very helpful whenever any students require any help," adds Alhomoud.

Outside of the curriculum, there are myriad activities to choose from in Malaysia. Alhomoud spends his time playing billiards and pool and enjoying Arabian food at the many Saudi restaurants



in Kuala Lumpur. "I would recommend Saudi Arabian students to come here, as the social life is also more suitable for Saudi people," he says.

Ahmad Al Meman, who is pursuing his PhD in Chemical Pharmacy from Kuala Lumpur, was in the United Kingdom for two years before he moved to Malaysia. "It is much better here. The education system is also just as competitive, if not more. The curriculum is constantly evolving," says Meman.

Meman brought along with him his wife and two sons, aged 8 and 6. "Even for them, the environment here is much better. They will be more connected to our Islamic roots and culture here," he says. "An added advantage is that they can enjoy a multi-national and cultural experience."

Meman says Malaysia also provides a great opportunity to make new friends from around the world. "We have many friends from many different countries around the world. Interacting with them helps in building a global mindset, which is so important in the present day and age. But, importantly, all this is not at the expense of culture and religion, which is what I like most about Malaysia," he say

The Arab Malaysian Chamber of Commerce (AMCC) Steps Up

Both a platform for discussing mutual interests and a bridge for connecting companies and investors in the Middle East and this region, the Arab Malaysian Chamber of Commerce is an essential address for all Malaysians wishing to do business with the Arab world.



Arab-speaking nations are amongst Malaysia's top trade and business partners, and across numerous industries including tourism, banking, finance, agriculture, infrastructure development amongst many others.

With such an influx of businesses and investments rapidly moving back and forth, it is important to realize that the actual potential of trade and partnerships between the regions is still in its infancy stages. There are a number of nations and economies which have yet to truly realize and actualize their commerce to embrace the lucrative international trade opportunities between the regions.

The Arab Malaysian Chamber of Commerce (AMCC) was created to bridge a sizeable business communication and information gap between Arab-speaking nations and Malaysia. AMCC's core objectives are therefore to promote and foster business relationships, create and address opportunities and other matters, and be a vital source of information and networking for all our members. The Chamber plans to expand its presence to each and every one of our representative countries.

The scope of our network is necessarily vast as the AMCC encompasses 16 Arabic nations along with Malaysia. One can therefore imagine the vast amounts of information that are actually needed before venturing forth to conduct business amongst these economies. Vital information such as trade regulations, business ownership manuals, government laws & incentives, market analysis, taxation, immigration laws, equity policies, demographics among others will need to be exchanged. To obtain all this information from credible sources as well as attaining official endorsements usually takes too long, to say nothing of the frequent breakdowns in communication due to language & cultural barriers which tend to make such endeavors cumbersome.

AMCC with its multiple networks of chambers of commerce in various countries, businesses, government liaisons and access to mainstream information will be the ideal leverage point and stepping stone for business and expansion ventures between the two regions.

One might say that the Arab Malaysian Chamber of Commerce was formed out of a growing need. The AMCC had been in the works since last year when a pro-tem committee of both Malaysian and Arab business personalities was formed to outline and develop the objectives, methods and reach of the Chamber.

The pro-tem committee was led by Mr.Bahaa Makkawi, who has always aspired to improve and drive business initiatives between the two regions. Having recruited other prominent business personalities (both Malaysian and Arab) who have always had active interests and representations within the two regions, a credible committee was formed to drive the ultimate formation of AMCC.

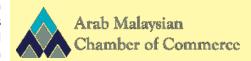
In today's modern economies, ICT and telecommunications are clearly core elements in driving information and networking. Realising this essential truth, AMCC works diligently to incorporate these elements into its operations.

As with all major chambers of commerce, one of AMCC's primary initiatives was to set up a temporary website to inform and share information with potential members and others seeking information.

Upon expansion of our network and membership, AMCC plans to develop a full-information portal that will provide vital business information, trends and developments in the regions concerned. Members will have privileged access to the portal which will provide them with assistance and guidance in networking to our partners and government.

The AMCC has a number of other mainstream initiatives in the pipeline. One of the main initiatives planned is for AMCC to host an annual forum involving various topics of concern and opportunities in the regions. With attendance and insights from the top business minds as well as industry leaders and heads of governments, it will be an annual event for all interested in business within the regions.

The scope of the AMCC's operations encompasses 17 countries, including Malaysia. The other 16 countries are members of the Arab League, which includes: Saudi Arabia, the UAE, Kuwait, Egypt, Algeria, Bahrain, Libya, Iraq, Lebanon, Morocco, Oman, Sudan, Qatar, Tunisia, Mauritania and Somalia.



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Friendship Takes The Fore

The Malaysia-Saudi Arabia Friendship Society was started in Kuala Lumpur in 1991. The Society's president, Mr. Ahmad Khairuddin Ilias, takes pride in leading such an esteemed organization. Joining the group as its first Secretary General and later serving as its President, Mr Ilias has witnessed tremendous expansion and development opportunities over the last 20 years. Below, he shares with us his experience and views.





MEMBERS OF THE TRADE MISSION IN THE JOINT COUNCIL MEETING WITH THE COUNCIL OF SAUDI CHAMBERS OF COMMERCE & INDUSTRY (CSCCI) AT THE COUNCIL HEADOFFICE IN RIYADH, KINGDOM OF SAUDI ARABIA; LED BY H.E. DR. FAHAD S. AL SULTAN, THE SECRETARY GENERAL OF CSCCI AND MR AHMAD KHAIRUDDIN BIN ILIAS, THE PRESIDENT OF THE MALAYSIA-SAUDI ARABIA FRIENDSHIP SOCIETY (MSAFS).

MR AHMAD KHAIRUDDIN BIN ILIAS WITH THE SECRETARY GENERAL OF THE DAMMAM CHAMBER OF COMMERCE & INDUSTRY (SHARGIA), H.E. ADNAN A. AL NUEIM; THE SECRETARY GENERAL OF SHAROIA.

The formation of the Malaysia-Saudi Arabia Friendship Society was initiated through the great vision of his Majesty, the late King Fahd bin Abdul Aziz Al Saud. At the request of his Majesty, a two-member Saudi delegation, comprised of Dr Waheed Hamzah Hashim and Dr Mazen Abdur Razzaq Balelah, visited Kuala Lumpur on January 27, 1991 to explain the position taken by the Kingdom in its handling of the Gulf War. However, this visit by the esteemed delegation resulted in the establishment of the Malaysian-Saudi Arabian Friendship Society.

Mr. Ahmad Khairuddin Ilias has played a key role in the Society right from the start. While he has experienced many ups and downs, he has worked continually in developing new roles and responsibilities to help promote ever closer bilateral ties between the Kingdom of Saudi Arabia and Malaysia.

It's our Society's vision to promote Saudi Arabia-Malaysia bilateral trade and investment relations between the two nations whereas our mission is to promote Saudi Arabian-Malaysian bilateral relations, particularly in trade and investment; to serve as the conduit for the exchange of information regarding trade, the economy and investment opportunities between the two nations; as well as to bridge all efforts aimed at the establishment of economic development of the states and peoples of Malaysia and Saudi Arabia in the following five agreed sectors, headed by people with the appropriate experience and qualifications.

We have established a Joint Council Meeting (JCM) between Malaysia and Saudi Arabia. At the last meeting, the Joint Council agreed to undertake a joint proposal and develop core competency in alliance management which is critical to success and thus useful in establishing with interested Saudi partners within Saudi Arabia comprehensive, integrated package enablers focusing on five areas, including Oil and Gas; ICT; Construction; Education; and Healthcare.

We also work to participate in the development of four economic cities – King Abdullah Economic City (KAEC), Knowledge

Economic City, Jizan Economic City and Prince Abdul Aziz bin Mousaed Economic City – as well as other Saudi Government project initiatives. Building relationships with major growth business and capturing a lion's share of the corporate business market is crucial.

The Joint Business Council has set activities and targets for 2010 to 2012 as follows: First, we plan to focus partnership programmes in each sector. Then, we're set to organise the WORLD ECONOMIC FORUM with our counterpart, the Council of Saudi Chambers of Commerce and Industry, as well to organise the Malaysia-Saudi Arabia Trade Exhibition, Investment Mission and Road Shows. In addition, we plan to lead a Joint Council Meeting annually and to maintain a joint website link and newsletter with the Council of Saudi Chamber of Commerce and Industry.

Our journey towards a successful joint collaboration in achieving our Joint Council vision shall be guided by the Council of Saudi Chamber of Commerce and Industry by formulating and setting the direction in achieving the following strategic mapping elements: to identify and address organisational matters by having a task force composed of various interested parties in the form of a consortium; to develop the best model to penetrate the market; and to realise value from an enhanced business process framework. Of course, we know that a key part of so many of these objectives involves training the needed knowledge workers, to which we are also firmly committed.

Buoyed by its many successes over the two decades of its existence, the Society is set to continue into the future providing periodic reports to the Honorable Prime Minister of Malaysia on all matters affecting the two countries, including trade and investment issues. More, the Society will continue to be the instrument for explaining issues to the Government and the Malaysian public regarding all sectors' activities. The society will also be responsible for providing the Government with information regarding all plans and developments in the area of trade and investment activities between both countries.



Dr. Fadil Basyyoni is the president, vice chairman and founding member of Saudi ASMA Environmental Solutions (SAES) – a JV between Malaysian ASMA and Al Tamayiz. The company provides environmental consultancy, technology and solutions. In this interview, Dr. Fadil talks about the company's rapid growth in the last three years and how the Malaysian partners ASMA have played a crucial role in its operations



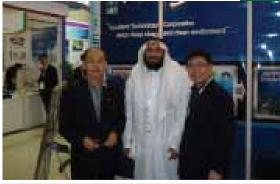
PR FADIL BASYYONI, YOU HAVE VERY IMPRESSIVE CREDENTIALS AND A PROVEN ABILITY IN MANAGING MULTIPLE PROJECTS AND BUSINESSES VALUED IN THE HUNDREDS OF MILLIONS AND INVOLVING COORDINATION OF UP TO 10,000 EMPLOYEES. HOW HAVE YOU BEEN ABLE TO USE YOUR KNOWLEDGE IN YOUR ROLE AS A PRESIDENT OF SAUDI ASMA ENVIRONMENTAL SOLUTIONS LLC (SAES)?

I have always been passionate about the environment. It was a dream to start something like the SAES. The company, a joint venture between Malaysian ASMA and Al Tamayiz, is focused on providing environmental consultancy, technology and solutions. We specialize in environmental fields (planning, engineering, consultancy, equipment supply, monitoring, solutions, and waste management), pest control and project operation and maintenance for the public and private sector. It's my area of expertise and passion. However, to be a successful company, you have to have the right know-how, people, business idea, experienced minds and, of course, aim high, which SAES has been doing. The vision is to one day make SAES one of the most professional and well-known environmental firms in the world.

HOW DID THE JOINT VENTURE BETWEEN MALAYSIAN ASMA AND AL TAMAYIZ COME ABOUT?

Before SAES was founded, I was working as General Manager, Operations, for the Dallah Al-Barakah Group in Jeddah, which was providing environmental services, airports maintenance and operations, food services and projects management to government and ministries' offices in Saudi Arabia and internationally. I had initially joined to manage the massive cleaning project in Madinah Al Manawerra. My strategic plan and operations manual were highly successful. I was then given leadership for multiple projects and companies with approximately 10,000 employees and a combined total value of more than USD\$900 million. So, I had worked with big numbers before. Also, I realized that there was a growing need for an environmental firm that can provide new-age consultancy, technology and solutions. That's when the idea to start SAES grew and I haven't looked back since. As for the JV with ASMA, the owner is a good friend whom I have known for guite some time. And it made sense to partner with a company based in South-East Asia. We started from scratch, but through sheer hard work, teamwork and passion, we are today one of the big names in the field.







WHATISYOUR COMPANY FOCUS AND, AS AN ENVIRONMENTAL CONSULTANCY, TECHNOLOGY AND SOLUTIONS PROVIDER, WHY DID YOU CHOOSE A MALAYSIAN COMPANY AS YOUR PARTNER?

We are focused on making SAES a vehicle to make our environment a better, cleaner and a healthier place. Through our efforts we want to benefit mankind, even the animals which are such an integral part of our planet. It's our duty to the Creator to do this. At SAES, we want to provide the solutions and technology which are going to have long-term benefits. We make sure that our offerings are financially, environmentally and socially sustainable.

To answer the second question, as I said before, the owner of ASMA is a friend and I wanted to work with him. As for why a Malaysian company, well, the fact is that people in the Middle East find it easier to work with Malaysians. We can trust them easily. They are Muslims, so their belief systems are the same. Our ways of working are also similar. It's to do with compatibility and in business, that is one of the most important aspects.

SAES HAS BECOME ONE OF THE MOST PROFESSIONAL ENVIRONMENTAL FIRMS IN THE KINGDOM AND THE GCC. TELL US ABOUT YOUR LATEST PROJECTS AND EXPERIENCES.

We currently have several projects in hand. For example, for the Makkah Municipality, we are studying its 58 tunnels, which are linked together and form a distance of more than 40 kilometres. We are monitoring and studying all aspects like engineering, mechanical, civil, environmental etc. This is consultancy work. And we will then advise the government on the best possible solutions. We are the first company to take on this project. We are also doing the ground water monitoring for the same municipality.

For the Jeddah Municipality, we are doing pest-control monitoring and also providing technical support to its environment department. In Qatar, we have taken up a project with the Ministry of Environment for air and water monitoring. We have also taken up various high-profile projects in other parts of the Middle East and even in North Africa. Some of our other projects have involved ambient air quality monitoring, coastal & lagoon water quality monitoring, groundwater quality monitoring, drinking water quality monitoring, Industrial wastewater & sewage treatment plants' discharge quality monitoring, study on the impacts of sewage contamination at the Jeddah East Lake to the surrounding environment, study on integrated pest control and management, setting up an environmental and analytical laboratory for the Municipality of Jeddah, and air dispersion modelling study for phase 1 Power Plant Project at King Abdullah Economic City.

ENVIRONMENTAL ISSUES ARE A GLOBAL CONCERN. AS A SOLUTIONS PROVIDER, WHAT ARE THE CONCERNS YOU SHARE AND WHAT ARE THE POSSIBLE SOLUTIONS?

One of biggest concerns for us today is the effects of global warming and what will it do to our planet. Are the floods we are seeing in various parts of the world, like the devastating ones in Pakistan and even in Jeddah, due to global warming? I don't say we have all the answers, but as an environmental solutions provider we are trying to provide the best possible solutions to our clients to reduce pollutants and make this planet better and greener for our future generations. We are working on ways to reduce the emission of carbon dioxide, the main culprit of global warming. This is one problem we have to solve. Also, we are doing our bit in promoting green energy. What we do is that, through plasma technology, we transform waste to energy without any emissions. We are also pushing for an innovative power plant project that will increase energy production as well as help reduce Jeddah's wastes. Plasma technology, which creates a high pressure reaction strong enough to transform waste back into its original elements, does not have the disadvantage of creating emissions, as there is no













Opportunity Saudi Arabia in Malaysia

burning involved. The resulting gas is then cleaned and used as energy. This could be the solution to Jeddah's sewage problems. The plant is at an estimated cost of Saudi riyal 1.5 billion.

Apart from that, through our other air and water monitoring methods, we are able provide sustainable solutions which, in the long run, will prove to be very effective.

YOU ARE ALSO AN ENVIRONMENTAL ADVISOR TO THEIR EXCELLENCIES, THE MAYORS OF MAKKAH, MADINAH AND JEDDAH. PLEASE SHARE WITH US YOUR EXPERIENCE.

In this role, my work entails advising them on sustainable environmental solutions for the future that can help solve the cities' various problems with sewage, air pollution, pest control etc. And some consultancy and training functions as well. For example, we helped in setting up the environmental and analytical laboratory for the Municipality of Jeddah. Our work was to train our clients and make them prepared enough to carry on the work by themselves. Such training contracts can range from anywhere between 1 year to 3 years.

YOUR COMPANY WAS STARTED JUST IN 2007. PLEASE TELL US ABOUT YOUR GROWTH AND FUTURE PLANS.

Oh I think the growth has been tremendous and almost incredible. Within such a short span of time, we have been the most prominent company in environmental solutions in the Middle East. This field was relatively new and there was a lot of ignorance about it. So the task was really to educate and tell people that what we are doing is for a better tomorrow and I think we have been successful in that.

HOW HAS YOUR EXPERIENCE BEEN WORKING WITH MALAYSIAN PARTNERS?

There are three key areas which should be looked into while selecting a partner for business - trust, know-how and knowledge. Trust, of course, is one of the most important. It's the foundation for any business. Our Malaysian partners are fulfilling all these requirements and all the duties of a good partner. I would recommend more and more Saudi Arabian companies to seek business associations with Malaysians based on the experiences that I have had.

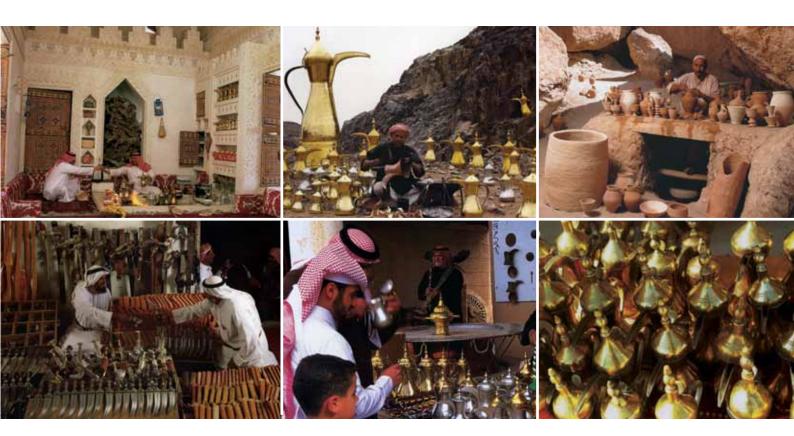
IN YOUR OPINION, ARE THERE OPPORTUNITIES FOR MALAYSIAN COMPANIES TO TAP IN SAUDI ARABIA? IF YES, IN WHICH AREAS?

Yes of course, in a lot of fields. I would say the fields of construction, environment and finance could be the ones with the most growth potential.

WHAT IS YOUR BUSINESS ADVICE FOR NEWCOMERS TO THE SAUDI MARKET?

First and foremost, look for good partners. It is best to come into a new market with a partner who knows the place well. He can help you with all the support you might need in setting up base in a new country. He understands the working culture and other nitty-gritty of business in the country and could ease the movement into the country for you. Also, be open-minded if you want to do business in Saudi Arabia.

HERITAGE AND CULTURE CELEBRATED IN A VIBRANT FESTIVAL



Al Janadriyah Heritage and Cultural Festival in Saudi Arabia is an annual event which is considered one of the most famous cultural events in the country. The festival throws a spotlight on the rich history and past of the region. Even more importantly, Al Janadriyah demonstrates the ongoing efforts of the Kingdom, its people and its leaders to keep the customs and traditions of Saudi Arabia alive. It also allows Saudi Arabia to connect culturally with the rest of the world and, especially, other countries in the region.

The Al Janadriyah Heritage and Cultural Festival in Saudi Arabia typically runs for two weeks and showcases some of the most exquisite samples of arts and crafts Saudi Arabia has to offer. First held in 1985, the Al Janadriyah Heritage and Cultural Festival today ranks high among all other Saudi Arabian festivals and events and forms an important part of the culture of the Kingdom.

Now in its 25th edition, the festival kicks off with a camel race and goes on to colourful performances of folklore troupes as well as recitations by famous literary figures. Participants can join in the festival's poetry competition or sit back and enjoy the *ardha* and other national dances.

A major feature of every Al Janadriyah Festival is the music of the Kingdom; musicians from all over Saudi Arabia participate and present a rich blend of traditional songs and music.

Festival visitors also get to see highly skilled artisans such as potters, woodworkers, metal smiths, basket and other weavers, blacksmiths, jewelers, and potters demonstrate their traditional crafts. Thanks to the broad and fascinating offerings, in recent years the Al Janadriyah Heritage and Cultural Festival has become a major tourist magnet for the region.

This year's festival was held from 17 March through 2 April. Organized by the Saudi National Guard, the festival was held under the auspices of the Custodian of the Two Holy Mosques King Abdullah. France was the guest of honor at this year's festival and French Culture Minister Frederic Mitterand welcomed the King and other Saudi officials to the French pavilion at the festival.



As financial developments over the last few years have shown all too well, gold is one of the soundest and most reliable sources of investment. But those interested in moving into this commodity in a big way must be very careful about where they buy their gold. Here we present one company gold buyers can surely trust.

Why Gold?

▲ Ilah says in the Qur'an:

"And amongst the People of the Book there are those who, if you were to entrust them with a treasure (qintar), he would return it to you. And amongst them is he who, if you were to entrust him with a dinar would not return it to you, unless you kept standing over him." Qur'an (3,75)

Gold is the most stable currency the world has ever seen.

From the beginning of Islam until today, the value of the Islamic bimetallic currency has remained surprisingly stable in relation to basic consumable goods:

A chicken at the time of the Prophet, salla'llahu alaihi wa sallam, cost one dirham; today, 1,400 years later, a chicken costs approximately one dirham. In 1,400 years, inflation is zero.

Could we say the same about the dollar or any other paper currency over the last 25 years? In the long term, the bimetallic currency has proved to be the most stable currency the world has ever seen. It has survived despite all the attempts by governments to transform it into a symbolic currency by imposing a nominal value different from its weight.

Reliability

Gold cannot be inflated by printing more of it; it cannot be devalued by government decree, and unlike paper currency, it is an asset which does not depend upon anybody's promise to pay. Portability and anonymity of gold are both important, but the most significant fact is that gold is an asset that is no-one else's liability.

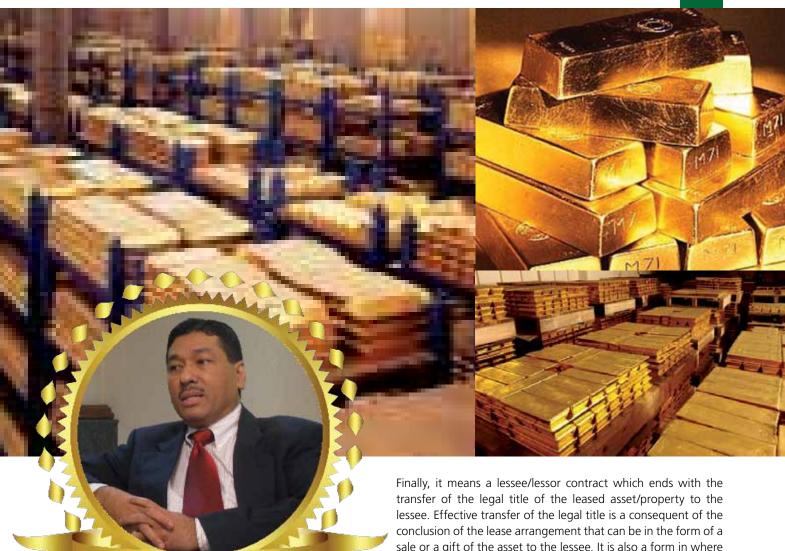
All forms of paper assets-bonds, shares, and even bank deposits- are promises to repay money borrowed. Their value is dependent upon the investor's belief that the promise will be fulfilled.

Could we say the same about the dollar A piece of gold is independent of or any other paper currency over the last the financial system, and its worth 25 years? In the long term, the bimetallic is underwritten by 5,000 years of currency has proved to be the most human experience.

And TODAY's Gold

Gold has been a symbol of wealth and a medium for monetary exchange since the beginning of recorded Islamic history. As our technology advances, gold is further applied to various technologies, including electronics, medicine, manufacturing and cosmetics. In the 21st century, gold-hasbecome one of the most sought after precious metals and is widely traded in the international exchange market as one of the most liquid commodities. According to various academic studies, gold should be included in a diversified investment portfolio.

One of the most traditional and costefficient ways of investing in gold is through the ownership of physical gold bullion and gold bars.



IJARAH GENNEVA SDN BHD is a company that was incorporated under the Companies Act, 1965 to become a prominent Specialized in Islamic Ijarah House. The company has fulfilled all requirements and has been given approval by Central Bank as a Scheduled Institution under Section 21(1) of the Banking and Financial Institution Act, 1989. We are also a company classified under First Schedule of Anti-Money Laundering and Anti-Terrorism Financing Act, 2001 as a "Reporting Institution".

Ahmad Khairuddin Bin Ilias Executive Chairman of Ijarah Genneva Sdn

At Ijarah Genneva, our customers can acquire gold bullion, bars or coins through the widely adopted Islamic concept of leasing "Ijarah Thumma Al-Bai" or " Ijarah Muntahia bi al-Tamlik". This innovative business model is certified as Syariah compliant by our advisors who have wide experience in Islamic jurisprudence (Usul al-Fiqh) and Islamic transaction/commercial law (Figh al-Mu'amalat).

Under this arrangement, parties enter into contracts that come into effect serially to form a complete lease with the option to buyback transaction. The first contract is an Ijarah that outlines the terms for leasing or renting over a fixed period, and the second contract is a Bai that triggers a sale or purchase once the term of the Ijarah is completed.

conclusion of the lease arrangement that can be in the form of a sale or a gift of the asset to the lessee. It is also a form in where the sale of asset to the lessee is executed at the completion of the lease period.

The company is a member of the Gold Bullion Entrepreneurs Association of Malaysia (Gold-BEAM) which represents gold

Association of Malaysia (Gold-BEAM) which represents gold bullion dealers in Malaysia and also sets the pricing of gold bullion products for its members in Malaysia. It also has affiliated companies in various countries that are already successfully operating their gold bullion business using the method described above, although without the enhancement of the Islamic concept.

These companies include Genneva Pte Ltd in Singapore, Hong Kong Genneva, Genneva China and Genneva International Inc. Philippines. Each of these companies experienced enthusiastic demand for their gold bullion products from their respective local peoples as the demand for pure gold bullion is very high among astute investors who are keenly aware of the fragile state that the world financial system is in.

Can we fault them, as even the world's leading investment banker, Goldman Sachs, has conservatively stated that gold is expected to hit USD1,300 per oz by end of 2010?

Gold bullion products will remain a viable and flexible investment both now and in the future.

SPEARHEADING TELECOMMUNICATIONS TECHNOLOGY OPPORTUNITIES IN SAUDI ARABIA & MALAYSIA

MalsaLink Sdn Bhd is a holding company jointly ventured by Saudi Arabian, Malaysian and Middle-Fast companies to cater the demand for comprehensive range of Information & Communications Technologies (ICT) and **Telecommunications** services with operations in Saudi Arabia and Malaysia.

Parties from Saudi Arabia and Malaysia saw great opportunities for business expansion in both countries and forged a successful joint venture to synergize the capabilities of Saudi Arabian financial strength with Malaysian expertise and its technical knowledge.

MalsaLink has raked in an impressive track record of successful projects for governmental and private institutions. Clients include the Malaysia's Ministry of Finance, Maybank Group, Malaysia's Multimedia Super Corridor, Johor State Government, Telekom Malaysia and many more.

Recently, MalsaLink was awarded and handled projects including Telekom Malaysia's Network Development Projects Via Schedule of Rates and TIME dot Com's Outside Plant Works, underlining the industry's confidence in MalsaLink's core capabilities and reputation as one of the leading providers of ICT and Telecommunication solutions.

MalsaLink's list of cutting-edge services includes supply of telecom/telco products (SDH, repeaters, BRAS, modems, etc.), network design, installation, testing and commissioning solutions for telecommunications companies, Internet service providers (ISPs), utilities and hospitality sectors.



Other related services include broadband wired/wireless solutions, content development, security management, education equipment and systems, VoIP gateway and phone solutions, building solutions, professional communication and more.

Saudi Arabia and Malaysia share a very strong common spirit of brotherhood. MalsaLink is a solid testimony of how this bond can manifest itself into a model business partnership that strives towards achieving its ambitions successfully.

MalsaLink aims to identify the best breed of ICT and telecommunications partners in both countries and to establish a long-term strategic relations to enable high-value investments with an ongoing goal to contribute positively to the quality of life in communities, nations and the environment.





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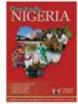
















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VISITING THE KINGDOM

Saudi Arabia is not just a great place for doing business or conducting scientific research: it is a vast and fascinating country that rewards the tourist with its many gems. It offers the visitor beautiful, luxurious cities and stunning architecture along with impressive mountains and lush greenery. Here we take you on a quick tour of some of the Kingdom's touristic delights.



Eastern Province

The capital of the Eastern Province, Dammam – along with nearby Dhahran and Khobar – is an important hub for shipping, oil, commerce and industry. It was in Dhahran in 1936 that the famous Dammam No. 7 oil well was drilled, firmly establishing that the Kingdom was sitting on vast oil fields. The King Fahd Causeway, an engineering masterpiece that stretches 15.5 miles across the sea and reclaimed land, begins In Khobar and extends to the main island of Bahrain.

Asir Province

Located in the southwestern part of the Kingdom, Asir is an extensive region of steep mountains, lush greenery and cool breezes. The picturesque regional capital, Abha, is noted for its brightly colored mud houses built in traditional style. Residents paint their homes each year, usually in preparation for the Eids, the religious holidays that follow Ramadan or The Hajj. The Asir National Park, which at 1.1 million acres, is bigger than the world's 16 smallest countries, offers a paradise for botanists, zoologists and ornithologists who come to study indigenous plants and wildlife.

Najran

In the ancient trading center of Najran, old and new buildings stand side by side, giving the oasis city a special charm. Visitors can enjoy several museums, including the ruins of the Al-Ukhdood settlement, a former commercial center that thrived from 500 BC to the 10th Century. Al-An Palace is a remarkable example of local architecture, featuring imposing circular towers with white ramparts. For shoppers, Najran's *souk* (market) is known for its traditional crafts such as colorful baskets, leather products and old Bedouin silver jewelry.

Taif

The mountain resort town of Taif is located 5,600 feet above sea level in the country's southwest region. Its pleasant climate, lush parks, sunny skies and exotic wildlife have long drawn Saudi families here each summer. Its largest and most famous public garden is the King Fahd Park, with its lake, playgrounds, walking paths, and mosque. Visitors can also take in the Shubra Palace, the former summer residence of King Abdul Aziz and the most famous historical building in the city. Shoppers in Taif can browse its traditional market (souk) for handcrafts, gold, silver, spices, and perfumes.

SOME MAJOR CITIES

The Holy City of Makkah

The Holy City of Makkah, which lies 73 kilometers east of Jeddah, was the birthplace of the Prophet Muhammad, peace be upon him, the place where God's message was first revealed to him and the city to which he returned after migration to Madinah in 622. Makkah is the holiest city on Earth to Muslims. Five times daily, the world's one billion Muslims, wherever they may be, turn to the Holy City of Makkah to pray. And at least once in their lives, all Muslims who are not prevented by personal circumstances perform the Hajj, the pilgrimage to Makkah. Thus each year, the Holy City of Makkah is host to some two million Hajjis (pilgrims) from all over the world.

The Holy City of Madinah

Madinah, 447 kilometers north of the Holy City of Makkah, is the second holiest city in Islam. It was to Madinah that the Prophet Muhammad, peace be upon him, and his followers sought refuge in 622 when they were driven out of Makkah by hostility and persecution from Makkah merchants. Then, when the citizens of Madinah asked the Prophet to live amongst them and arbitrate in their affairs (an invitation demonstrating their rejection of polytheism and submission to the will of the one God, Allah), it was there that the Islamic era began. Madinah is thus known as the City of the Prophet.

As the place in which the Holy Qur'an was compiled and from which the Prophet's companions administered the affairs of the Muslim community, it became the seat of the world's first Islamic state. From Madinah, armies spreading the word of the Prophet were dispatched to Egypt, Persia and Syria. Due to the unique religious nature of these two areas, only Muslims are allowed to visit the Two Holy Cities of Makkah and Madinah.

Riyadh

Riyadh, the capital city of Saudi Arabia, now rivals any modern city in the world in the splendor of its architecture. Broad highways sweep through the city, passing over or under each other in an impressive and still growing road network. The name Riyadh is derived from the Arabic word meaning a place of gardens and trees (rawdah). With many wadis (a former water course, now dry) in the vicinity, Riyadh has long been a fertile area in the heartland of the Arabian Peninsula. From the moment they land at the spacious King Khalid International Airport (itself a marvel of design wedding traditional Arab style with superb modern architecture), visitors are sure to be impressed.

Jeddah

The Red Sea port of Jeddah, located midway along the western coast of the Kingdom, is a bustling, thriving city as well as a major seaport. Its location on the ancient trade routes and its status as the seaport and airport for Hajjis visiting the Holy City of Makkah have ensured that Jeddah is the most cosmopolitan of all Saudi Arabian's cities. The extraordinary growth of Jeddah, spurred by the Kingdom's development programs, has been achieved in a remarkably short period. Indeed, the expansion of the seaport's capacity is a case study of what can be achieved if the will, management and resources are available.

At the same time, aesthetic considerations in this bustling metropolis have been given due attention. Today, Jeddah boasts some of the most beautiful examples of modern architecture in the world. Tree-lined avenues and the generous distribution of bronze sculptures attest to the overwhelming success of the city's beautification program.

SAUDI ARABIA FACT FILE



Where is Saudi Arabia?

The Kingdom of Saudi Arabia lies at the tip of south western Asia. It occupies about 80 per cent of the Arabian Peninsula and is bordered on the west by the Red Sea, the east by the Arabian Gulf, United Arab Emirates and Qatar, the north by Kuwait, Iraq and Jordan, and the south by Yemen and Oman.

Travel Information:

Currency Conversion Rate:

1.00 Malaysian Ringgit (MYR) ≈ 1.20 Saudi Riyal (SAR)

Number of International Airports: 4 Number of Regional Airports: 6

Busiest periods of the year: The months of Hajj and Ramadan

Important cities

The capital of Saudi Arabia is Riyadh. Other key cities are the Red Sea port of Jeddah; Taif, the summer capital; and the industrial cities of Jubail and Yanbu. The Kingdom's most important cities are Makkah, birthplace of the Prophet Mohammed, and Madinah, to which the Prophet migrated in 622 AD. These are the two holiest cities of Islam.

Law and Government

The Kingdom of Saudi Arabia is an Islamic, state. Sharia, the Islamic code of law based on the Holy Qur'an and the Sunnah, is the foundation of its legal system. The Holy Qur'an itself is considered the constitution of the country and provides ethical values and guidance. Executives and legislative authorities are exercised by the King and the Council of Ministers within the framework of Islamic Law. The Kingdom's ministries

and all other government agencies are ultimately responsible to the King.

Saudi Arabia in Figures

Area : 2,240,000 sq km

Population: 27,136,977 million (July 2010 estimate)

Language : Arabic

Currency : Saudi Riyal

National Day : September 23

Time : GMT + 3:00

Internet Code : sa

Phone Code : 00966

Saudi Economy

This oil-based economy has strong government controls over major economic activities. Saudi Arabia has 20 per cent of the world's known petroleum reserves. It ranks as the largest exporter of petroleum and plays a leading role in the Organization of the Petroleum Exporting Countries (OPEC). The petroleum sector accounts for roughly 75 per cent of budget revenues, 45 per cent of GDP, and 90 per cent of export earnings. About 40 per cent of the GDP is contributed from the private sector.

Congratulations to the Custodian of the Two Holy Mosques King Abdullah Bin Abdul Aziz Al Saud and all the Saudi Arabian People on their National Day

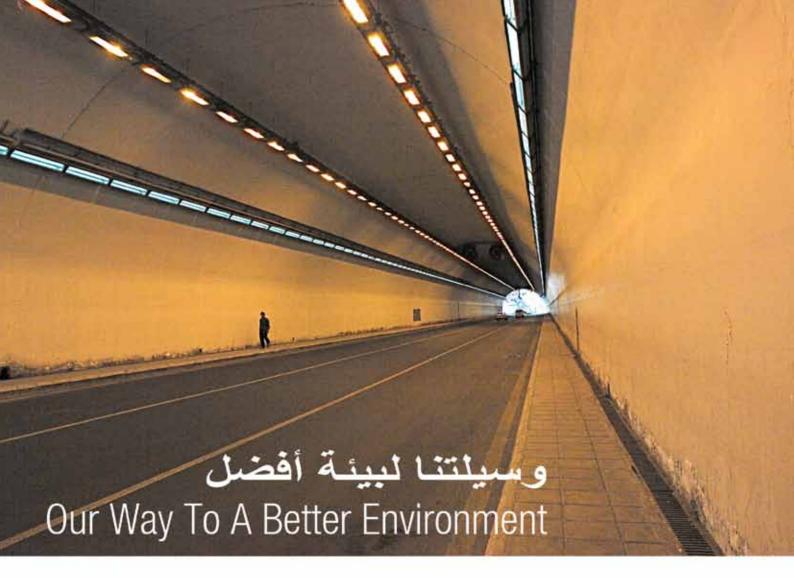


GENNEVA Gold Trading with Peace of Mind

Investing in GOLD.... Always a safe haven, the metal is set to shine brighter this year, ...say experts



Global Operations: Malaysia, China, Singapore, Hong Kong, Philippines



About Us

SAES is a Saudi company dedicated to be the Provider of Choice for Environmental Services (planning, consultancy, monitoring, engineering and technical solutions), Environmental Laboratory as well as related Environmental Products and Equipment Supply. Our Clients include Government / Agency and Industry / Private sectors in the KSA and the Middle East region.



Urban Environmental Planning & Advisory





Air Quality Monitoring & Assessment Water Quality Monitoring & Assessment



Laboratory Analysis

SAES is a Saudi-Malaysia joint venture company providing these services:

- Air Quality Management
- Water Resources Management
- Waste Management & Infrastructure
- · Land and Groundwater Contamination Assessment & Remediation
- · Environmental Master Planning and Support to Urban Design/ Architecture
- Environmental Impact Assessment (EIA)
- · Environmental Permitting, Compliance Advice and Due Diligence Audit
- Environmental Sustainability and Climate Change Issues
- . Setting Up and Operation & Maintenance of Environmental Monitoring Network
- Geographical Information System (GIS)
- · Integrated Pest Control Management
- · Training on Environmental Courses

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