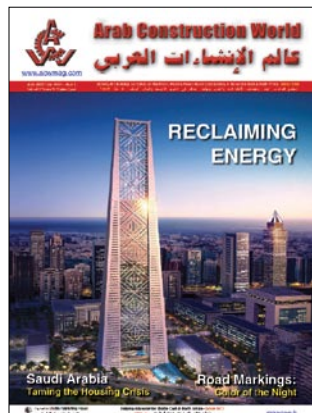




## MEDIA INFO 2008 معلومات المجلة ٢٠٠٨

Interior Design & Landscaping      Hydropower  
Renewable Energy      Trenchless Technology  
Prefabricated Bridges      Green Building      Wood  
Drilling & Tunneling      Power Tools  
Coatings & Paints      Steel | HVAC  
Solar Energy      Fire protection |  
Waste Management      Earthmoving Machinery  
Scaffolding  
Plastics      Asphalt



# MENA CONSTRUCTION MARKET

## The MENA Region and the Culture of Construction

The continued strong growth of the **MENA** construction sector is clearly demonstrated by the number of landmark projects, both residential and commercial, in development across the region, and the still growing number of essential infrastructure projects underway and in the planning stages. Likewise, the value of **GCC** real estate projects announced in the last year has jumped 59% to US\$143 billion, according to a recent research. In the previous 12 months (2005-06), the total value of new commercial and residential real estate projects announced was US\$90 billion.

**Saudi Arabia's** current infrastructure and public sector building 5-year-plan is valued at US\$35 billion. US\$25 billion are to be spent on infrastructure network upgrade and expansion; US\$2 billion will be spent on housing; US\$6 billion on municipalities; and US\$2 billion on general construction. Plans also call for the building of 600 new factories, expanding university campuses, and doubling the Kingdom's desalination capacity through 300 water projects. Moreover, the electrical generation, transmission and distribution projects are valued at US\$117 billion. 600,000 housing units are also being built over four to five years. Current hotel and office building projects in the city of Riyadh alone are valued at over US\$1 billion.

**Qatar** is also making concerted efforts to build for the future and is boosting its road, power, health and educational infrastructure. Recent forecasts suggest that US\$120 billion worth of investments will be channeled into the country over the next five years for infrastructure improvement. Recently named the most competitive Arab economy by the World Economic Forum, Qatar is experiencing a period of unparalleled growth.

The construction industry is one of the most active sectors of the **UAE** economy. About 30,000, or 24% of the world's 125,000 construction cranes, are currently operating in Dubai, according to the organizers of the Conmex construction machinery exhibition. Demand for construction-related machinery, equipment and vehicles is expected to continue rising in the Middle East, especially in the UAE, due to the continuing construction and real estate boom. Although the concentration of construction activities in the UAE is in Dubai and Abu Dhabi, the other emirates are not far behind. As of last April 2006, there were almost US\$300 billion worth of projects underway in the UAE.

Coming to **Lebanon**, the massive destruction caused by the July 2006 war did not deter the people of Lebanon or the region from loving Lebanon even more. If anything, efforts were redoubled to make sure the reconstruction process begun at the earliest possible time, bringing to life the saying, "when the going gets tough, the tough gets going". Even before the war, Lebanon was in the midst of a massive reconstruction and infrastructure modernization drive, which began in 1994. The construction market in Lebanon is thriving and on the rise with foreign investment expected to double to over US\$3 billion. The international community and Arab countries have pledged billions to rebuild Lebanon.

The construction activity in **Syria** is booming as many projects are coming up in the sector. To attract foreign capital in the real estate sector the government is preparing a draft law. In a first such move, the Syrian government gave permission to the Sharjah-based Tiger Group for the construction of the Damascus World Trade Centre, to be built at a cost of US\$120 million. Among the other upcoming projects, Dubai-based developer Emaar Properties and offshore group Investment Group Overseas (IGO) are investing US\$0.5 billion in a residential, commercial and retail development called Eighth Gate in the Syrian capital Damascus. Apart from this, Syria has given an initial approval for a consortium of Syrian, Kuwaiti, and Saudi Investors to launch projects



valued at US\$15 billion in the region of Jabal al- Sheikh.

In **Jordan**, real estate development continues to move on apace with both local and foreign firms revealing major projects. The Amman Stock Exchange listed Taameer is to launch a new city south of the capital, while Kuwait's Bayan Holding Company, like several other major property developers, has its eye set on the Dead Sea. The Jordanian Company for Real Estate, otherwise known as Taameer, signed a deal with the Housing and Urban Development Corporation to develop the US\$900 million Al Jiza Residential City 37 kilometers south of Amman, which will provide around 16,000 residential units as well as offices and retail outlets. While the Al Jiza Residential City has somewhat proletarian ambitions, the Bayan Holding Company, a Kuwaiti private shareholding firm, has its plans to build the US\$600 million Royal Jordan Spa on the banks of the Dead Sea.

Looking at the **North African** district, one can see that there's some action rising there. The major catalyst behind the huge growth in **Morocco's** tourist industry and the enormous overseas investment into the construction of stunning new luxury property developments is the massive national development plan, Vision 2010, devised by King Mohammed VI in conjunction with the UAE. The Vision 2010 initiative has ear-marked 6 areas or resorts for major development, and these will be the locations of most of the new property developments in the near future. Morocco is attracting significant investment from GCC countries with Sama Dubai, Emaar, Qatari Diar, Gulf Finance House, Reem Investments and Sorouh at the forefront.

**Tunisia** has seen a growth rate of a healthy annual 3% in real estate over the past decade, and this trend looks likely to continue. Tunisia's construction industry picked up pace in 2007 following a slowdown in annual growth to an estimated 3.5% in 2005. Supervised by the Ministry of Equipment, Housing and Land Development, the Tunisian construction sector as a whole is seeing an increasing level of private involvement, particularly from Gulf-based companies.

The international significance of the MENA region continues to grow as its importance to the global construction industry, often facing saturation in their traditional markets, is expanding dramatically. The level of construction across the Middle East is showing no signs of slowing down, at least not over the short-term future.

### Sourced & Compiled from

- ACW's 2006-2007 Archive.  
- Global Investment House

- World Bank  
- US Commercial Service

# Arab Construction World (ACW)

## Bringing You the Latest in the Construction Industry

Over the years, professionals throughout the Middle East & North Africa region have become well acquainted with **Arab Construction World (ACW)** magazine, the leading business-to-business magazine serving the Building, Construction Machinery, Road, and Power Generation sectors since 1983. They rely on this exquisite publication to gain up-to-date information about the latest developments in the above-mentioned industries wherever they are occurring around the sphere. **ACW**, through its endless efforts to link the region to the four corners of the globe, has gained a shiny reputation among thousands of international companies who draw on it to promote their products and services inside the MENA, a territory where they relentlessly strive to increase their market share.



### ACW Structure

The magazine is kicked off with the Opening Letter, a page where Mr. *Mohamad Rabih Chatila* (Bach. Arch.), the Editor-in-Chief, inks his timely observations to paper bringing about his commentaries on the latest challenges and breakthroughs within the construction field. The Open Forum is the platform where our faithful readers express their views and comments and relay their ideas to us. The Energy & Power section covers everything from power plants construction and operation to renewable energy. This section is complemented by an overview of the latest products and developments in the Power sector.

A new addition to the program is the Roads & Bridges section, where a mixture of reports and technical articles wrap up practices, new products and machinery employed in the Road and Bridge construction, management and maintenance processes as well as various projects planned or already underway in the MENA region. The main focus of each issue is branded the Features section: a melting pot of technical articles on current practices and advancements, case studies, and technologies. Market trends and new products that are making the headlines in the construction industry take to the fore in the Industry Spotlights section, thereby offering innovative solutions for the different sectors. The issue always carries Country Reports detailing the construction production machines and equipment status in term of supply and demand and tried-and-tested solutions; these present a company's ticket to strike deals in the country when the clock chimes 'opportunity'. The Departments section is a miscellaneous area where recent industry publications are highlighted under Industry Literature; interviews with decision-makers and specialized professionals as well as corporate profiles and interviews with various decision makers under Interviews & Profiles; company activities and accomplishments under Corporate Happenings; product developments and services under Products and Services; large-scale projects under Projects and Developments; latest software and IT news under E-news; trendiest real estate news and latest property developments in the MENA Real Estate sector are presented in the Real Estate section. Construction-related events are granted ample room in the back stern, ostensibly with the coming events, pre-show reviews and post-show reports. Furthermore, in the Industry Links listings, companies' details are displayed shortening distances between manufacturers / distributors and buyers.

The magazine also provides the following services: Coming Events offers a comprehensive listing of construction-related events, conferences, seminars, and workshops. The Buyers' Guide presents a 9cm x 6cm classified ad including the advertiser's logo, a brief message and the product's photo.

### Experience Says It All

**ACW** is tailor-made to assist in the propagation of all information making the news in the Construction industry today, whether of a general or specific nature. Over the years, the publication has been reviewing research advances to promote a greater understanding of the industry to help decision-makers meet the increased demands for innovative solutions in the MENA region. **ACW** delivers up-to-the-minute, hard hitting news that capture the first and foremost in the Construction industry. The long experience we have accumulated allows us to beat at the heart of each and every story. With a tight gripped hand on the field, an efficient management, an experienced scientific editorial team and Honorary Editorial Consultants (HEC) Board, **ACW** dwells on mainstream topics and always looks for unconventional ones.

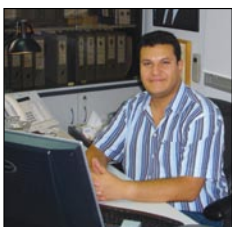
### Unmistaken Identity

With the "quality over quantity" motto on the run, **ACW** is circulated to the desktop of leading decision-makers working in over 7,829 firms engaged in the construction industry, and is published on a monthly basis in a bilingual format (English-Arabic). On an average of 4 readers for every copy, we can say that more than 31,300 individuals read every issue of **ACW** magazine. The magazine receives a wholesome welcome from regional and international readers, having earned an esteemed reputation it has built over the years by providing updated and trusted content through a professional and elegant layout.

### In the Cyber World

On the internet, Arab Construction World can be found on [www.acwmag.com](http://www.acwmag.com) allowing readers to access the magazine issues anytime and anywhere through their computers. These issues are made available for them in two optional formats: an html version and a PDF version.

Log on now to [www.acwmag.com](http://www.acwmag.com) and delve into the digital world of construction industry news.



### Editor-in-Chief

Graduated with a Bachelor Degree in Architecture in 2002 from the American University of Beirut (AUB), *Mohamad Rabih Chatila* has been working in the publishing sector since 1998. He joined **Chatila Publishing House (CPH)**, in 2002, when he was appointed as General Manager of CPH and Editor-in-Chief of the **Arab Construction World (ACW)** magazine.

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# Arab Construction World (ACW)

## EDITORIAL PROGRAM 2008

Issues	January	February	March	April
<b>Construction Material</b>	• Concrete	• Steel	• Plastics	• Ceramics
<b>Roads &amp; Bridges</b>	• Access Control, Surveillance & Security	• Bridge Building, Maintenance and Management	• Highway Infrastructure, Construction and Maintenance	• Prefabricated Bridges
<b>Energy &amp; Power</b>	• Green Building	• Power Plant Equipment	• Wind Energy	• Hydropower
<b>Feature</b>	• Geotechnical Engineering	• Fire Protection	• Construction Site Work	• Foundation Works
<b>Industry Spotlights</b>	• Facades & Cladding • Formworks & Scaffolding • Thermal Proofing & Insulation	• Doors, Gates & Equipment • Leveling, Mapping & Surveying • Power Tools	• Ceilings, Floors & Partitions • Trenchless Technology • Waterproofing	• Drainage & Sewerage • Interior Design & Landscaping • Waste Management
<b>Country Reports</b>	• Algeria • UAE • USA	• Qatar • Saudi Arabia • Sweden	• Syria • Thailand • UK	• China • Japan • Jordan
<b>Bonus Distribution*</b>		• Conexpo Con/AG - Las Vegas • Samoter 2008 - Italy • Front Middle East 2008 - Sharjah	• Project Qatar 2008	• Turkey build 2008 • Saudi Building & Interiors 2008 - Saudi Arabia • Rebuild Iraq 2008
<b>Editorial Material Due</b>	Wednesday, December 12, 2007	Saturday, January 12, 2008	Tuesday, February 12, 2008	Wednesday, March 12, 2008
<b>Promotional Material Due</b>	Monday, December 17, 2007	Thursday, January 17, 2008	Monday, February 18, 2008	Monday, March 17, 2008
<b>Publishing Date **</b>	Thursday, December 27, 2007	Monday, January 28, 2008	Wednesday, February 27, 2008	Thursday, March 27, 2008
Issues	May	June	July	August
<b>Construction Material</b>	• Wood	• Asphalt	• Steel	• Aluminum & Glass
<b>Roads &amp; Bridges</b>	• Road & Bridge Building	• Road & Bridge Rehabilitation	• Road Marking	• Road Paving
<b>Energy &amp; Power</b>	• Solar Energy	• Nuclear Energy	• Plant Design & Construction	• Wave / Tidal Power
<b>Feature</b>	• Lifting Equipment	• Material Handling & Processing	• Formwork & Scaffoldings	• HVAC
<b>Industry Spotlights</b>	• Facilities Management • Geomembranes & Geotextiles • Surveying Equipment	• Air-Conditioning & Cooling Systems • Earthmoving Machinery • Sustainable Development	• Electrical, Mechanical & Electromechanical Equipment • Corrosion Protection • Security systems	• Access Control Systems • Power Tools • Waterproofing
<b>Country Reports</b>	• Bahrain • Morocco • Turkey	• Egypt • Italy • UAE	• Libya • South Korea • Syria	• Iraq • Oman • Turkey
<b>Bonus Distribution*</b>	• ISH Kitchen 2008 • Buildex 2008 - Syria	• Project Lebanon 2008		• Turkey build 2008
<b>Editorial Material Due</b>	Saturday, April 12, 2008	Monday, May 12, 2008	Thursday, June 12, 2008	Monday, July 14, 2008
<b>Promotional Material Due</b>	Thursday, April 17, 2008	Saturday, May 17, 2008	Wednesday, June 18, 2008	Thursday, July 17, 2008
<b>Publishing Date **</b>	Monday, April 28, 2008	Tuesday, May 27, 2008	Friday, June 27, 2008	Monday, July 28, 2008
Issues	September	October	November	December
<b>Construction Material</b>	• Adhesives & Sealants	• Aggregates & Stones	• Construction Chemicals	• Concrete
<b>Roads &amp; Bridges</b>	• Testing and Measurement	• Traffic Management	• Traffic Safety & Security	• Tunneling and Tunnel Maintenance
<b>Energy &amp; Power</b>	• Transmission & Distribution	• Renewable Energy	• Power Plants	• Solar Energy
<b>Feature</b>	• Electrical & Mechanical Equipment	• Proofing & Insulation	• Corrosion Protection	• Intelligent Buildings
<b>Industry Spotlights</b>	• Architectural Finishes • Fire Protection Solutions • Paints & Coatings	• Architectural Ironmongery • Earthmoving Machinery • Lifting Equipment	• Doors, Gates & Windows • Prefabricated & Modular Structures • Crushers, Demolition Equipment & Screens	• Pipes & Pumps • Surveying Equipment • Trenchless Technology
<b>Country Reports</b>	• Iran • Germany • UK	• Saudi Arabia • UAE • USA	• France • Kuwait • Tunisia	• Italy • Lebanon • Qatar
<b>Bonus Distribution*</b>		• Big 5 2008 • Saudi Build 2008 - Saudi Arabia	• CONMEX 2008 - Sharjah, UAE • Big 5 2008	• Sudan Build 2008
<b>Editorial Material Due</b>	Tuesday, August 12, 2008	Friday, September 12, 2008	Monday, October 13, 2008	Wednesday, November 12, 2008
<b>Promotional Material Due</b>	Monday, August 18, 2008	Wednesday, September 17, 2008	Friday, October 17, 2008	Monday, November 17, 2008
<b>Publishing Date **</b>	Wednesday, August 27, 2008	Saturday, September 27, 2008	Monday, October 27, 2008	Thursday, November 27, 2008

\*Tentative list of events at which ACW will have bonus distribution of its issues - liable to changes. Kindly contact us for updated list or logon to: [www.acwmag.com/events/](http://www.acwmag.com/events/)

\*\* Indicates when the issue would be available from the printing press for circulation and distribution. Allow a 2 to 3 - week period for the issue to reach you by post.

If you are interested in publishing your editorial material in ACW, please email the editorial department at [editorial@acwmag.com](mailto:editorial@acwmag.com)

# عالم الإنشاءات العربي

## البرنامج التحريري ٢٠٠٨

عدد	كانون الثاني / يناير	شباط / فبراير	آذار / مارس	نيسان / أبريل
مواد البناء	• الخرسانة	• الصلب	• البلاستيك	• السيراميك
الطرق والجسور	• التحكم بالدخول، المراقبة والأمن	• إنشاء الجسور وصيانتها وإدارتها	• البنية التحتية وعمليات الإنشاء والصيانة	• الجسور المسبقة الصنع
الطاقة	• الأبنية الخضراء	• معدات وحدات الطاقة	• الطاقة الهوائية	• الطاقة الكهربائية
مواضيع خاصة	• الهندسة الجيوتقنية	• الوقاية من الحرائق	• أعمال موقع الإنشاءات	• أعمال الأساسات
أخبار صناعية	• الواجبات والتصفيح • قوالب الصب والسقالات • التصميم للحرارة والعزل الحراري	• أبواب وبوابات • تقنيات المسح ووضع الخرائط • معدات طاقة	• سقف وأرضيات وقواطع • تكنولوجيا الحفر من دون الشق • التصميم للماء	• شبكات الصرف الصحي والمجاري • الهندسة الداخلية والمساحات الخارجية • ردم النفايات ومعالجتها
تقارير البلدان	• الجزائر • الإمارات العربية المتحدة • الولايات المتحدة	• قطر • السعودية • السويد	• سوريا • تايلندا • المملكة المتحدة	• الصين • اليابان • الأردن
نسخ إضافية *		• كونكسبو كون/أج - لاس فيغاس • ساموتر ٢٠٠٨ - إيطاليا • فرونت ميدل إيست ٢٠٠٨ - الشارقة	• مشروع قطر ٢٠٠٨	• تركيا بلد ٢٠٠٨ - تركيا • المعرض السعودي للبناء ٢٠٠٨ • إعادة إعمار العراق ٢٠٠٨
تاريخ توقف استلام مواد النشر	الأربعاء، ١٢ كانون الأول / ديسمبر ٢٠٠٧	السبت، ١٢ كانون الثاني / يناير ٢٠٠٨	الثلاثاء، ١٢ شباط / فبراير ٢٠٠٨	الأربعاء، ١٢ آذار / مارس ٢٠٠٨
تاريخ توقف استلام المواد الإعلانية	الجمعة، ١٧ كانون الأول / ديسمبر ٢٠٠٧	الخميس، ١٧ كانون الثاني / يناير ٢٠٠٨	الإثنين، ١٨ شباط / فبراير ٢٠٠٨	الإثنين، ١٧ آذار / مارس ٢٠٠٨
تاريخ الصدور ××	الخميس، ٢٧ كانون الأول / ديسمبر ٢٠٠٧	الإثنين، ٢٧ يناير كانون الثاني / ٢٠٠٨	الأربعاء، ٢٧ شباط / فبراير ٢٠٠٨	الخميس، ٢٧ آذار / مارس ٢٠٠٨
عدد	أيار / مايو	حزيران / يونيو	تموز / يوليو	آب / أغسطس
مواد البناء	• الخشب	• الإسفلت	• الصلب	• الألومنيوم والزجاج
الطرق والجسور	• إنشاء الطرق والجسور	• إعادة تأهيل الطرق والجسور	• تقييم الطرق	• تعبيد الطرق
الطاقة	• الطاقة الشمسية	• الطاقة النووية	• تصميم وإنشاء المعامل	• الأبنية الخضراء
مواضيع خاصة	• معدات الرفع	• نقل المواد ومعالجتها	• قوالب الصب و السقالات	• التكييف والتبريد والتهوية والتدفئة
أخبار صناعية	• إدارة المنشآت • الأنسجة والأغشية الأرضية • معدات مسح	• أنظمة تكييف وتبريد الهواء • معدات نقل التربة • التطوير المستدام	• معدات كهربائية وميكانيكية والكثروميكانيكية • الوقاية من التآكل • أنظمة الأمن	• أنظمة تحكّم بالدخول • معدات طاقة • التصميم للماء
تقارير البلدان	• البحرين • المغرب • تركيا	• مصر • إيطاليا • الإمارات العربية المتحدة	• ليبيا • كوريا الجنوبية • سوريا	• العراق • عمان • تركيا
نسخ إضافية *	• آي أس أبتش للمطابخ ٢٠٠٨ - دبي • بيلدكس ٢٠٠٨ - سوريا	• مشروع لبنان ٢٠٠٨	• تركيا بيلد ٢٠٠٨	
تاريخ توقف استلام مواد النشر	السبت، ١٢ نيسان / أبريل ٢٠٠٨	الإثنين، ١٢ أيار / مايو ٢٠٠٨	الخميس، ١٢ حزيران / يونيو ٢٠٠٨	الإثنين، ١٤ تموز / يوليو ٢٠٠٨
تاريخ توقف استلام المواد الإعلانية	الخميس، ١٧ نيسان / أبريل ٢٠٠٨	السبت، ١٧ أيار / مايو ٢٠٠٨	الإثنين، ١٨ حزيران / يونيو ٢٠٠٨	الخميس، ١٧ تموز / يوليو ٢٠٠٨
تاريخ الصدور ××	الإثنين، ٢٨ نيسان / أبريل ٢٠٠٨	الثلاثاء، ٢٧ أيار / مايو ٢٠٠٨	الأربعاء، ٢٧ حزيران / يونيو ٢٠٠٨	الإثنين، ٢٨ تموز / يوليو ٢٠٠٨
عدد	أيلول / سبتمبر	تشرين الأول / أكتوبر	تشرين الثاني / نوفمبر	كانون الأول / ديسمبر
مواد البناء	• المواد المانعة للتسرب والواصلق	• الركام والحجارة	• المواد الكيميائية المستخدمة في الإنشاءات	• الخرسانة
الطرق والجسور	• الاختبارات والقياسات	• إدارة حركة المرور	• سلامة وأمن المرور	• حفر وصيانة الأنفاق
الطاقة	• نقل وتوزيع الطاقة	• الطاقة المتجددة	• معامال الطاقة	• الطاقة الشمسية
مواضيع خاصة	• المعدات الكهربائية والميكانيكية	• التصميم والعزل	• الوقاية من التآكل	• الأبنية الذكية
أخبار صناعية	• إضافات إنجزارية تكميلية • حلول الوقاية من الحرائق • دهانات وأطلية	• تجارة الحدائد • معدات نقل التربة • معدات رفع	• أبواب وبوابات ونافذات • مياكل معيارية ومسبقة الصنع • كسارات وغربالات ومعدات التهديم	• أنابيب ومضخات • معدات مسح • تكنولوجيا الشق من دون حفر
تقارير البلدان	• إيران • ألمانيا • المملكة المتحدة	• السعودية • الإمارات العربية المتحدة • الولايات المتحدة	• فرنسا • الكويت • تونس	• إيطاليا • لبنان • قطر
نسخ إضافية *		• معرض الخمسة الكبار ٢٠٠٨ - دبي • سودي بيلد ٢٠٠٨ - السعودية	• كونكسكس ٢٠٠٨ - الشارقة • معرض الخمسة الكبار ٢٠٠٨ - دبي	• السودان بيلد ٢٠٠٨
تاريخ توقف استلام مواد النشر	الثلاثاء، ١٢ آب / أغسطس ٢٠٠٨	الجمعة، ١٢ أيلول / سبتمبر ٢٠٠٨	الإثنين، ١٣ تشرين الأول / أكتوبر ٢٠٠٨	الأربعاء، ١٢ تشرين الثاني / نوفمبر ٢٠٠٨
تاريخ توقف استلام المواد الإعلانية	الإثنين، ١٨ آب / أغسطس ٢٠٠٨	الأربعاء، ١٧ أيلول / سبتمبر ٢٠٠٨	الجمعة، ١٧ تشرين الأول / أكتوبر ٢٠٠٨	الإثنين، ١٧ تشرين الثاني / نوفمبر ٢٠٠٨
تاريخ الصدور ××	الأربعاء، ٢٧ آب / أغسطس ٢٠٠٨	السبت، ٢٧ أيلول / سبتمبر ٢٠٠٨	الإثنين، ٢٧ تشرين الأول / أكتوبر ٢٠٠٨	الخميس، ٢٧ تشرين الثاني / نوفمبر ٢٠٠٨

× قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة عالم الإنشاءات العربي، قد يتم تعديلها بحسب المنظمين. الرجاء الاتصال بنا للحصول على لائحة محدثة أو زوروا موقعنا الإلكتروني: [www.acwmmag.com/events/](http://www.acwmmag.com/events/)  
××× تبين تاريخ صدور المجلة من الطبعة - قد يطرأ في بعض الأحيان تأخير لمدة أقصاها ثلاثة أسابيع.

# Advertising Benefits



February - March 1983

ACW's very first issue

## ACW: THE PIONEERING & LEADING B2B CONSTRUCTION INDUSTRY PUBLICATION ACROSS THE MENA REGION

Since its very inception in 1983, **Arab Construction World (ACW)** magazine has been the reliable resource for decision-makers and key buyers in firms engaged in the Building, Construction Machinery, Road, & Power Generation sectors across the Middle East & North Africa (MENA Region).

**ACW** offers steady marketing and advertising solutions to realize advertisers' specific objectives. Tailor-made programs suit up clients' needs and patch up what's been lacking elsewhere.

We invite you to place your trust in the hands of our marketing specialists, whose nimble fingers and agile minds will customize the program that will achieve your goals and boost your Return on Investment (ROI) to another realm.

From sponsorship positioning, editorial placements, event promotions to pricing programs, we've got it all!

## Our Vision



August 2007

- To provide none other than supreme quality service to discerning clients. It is a self-set standard that single us out from the bevy of competitors;
- To ensure our clients a delectable range of opportunities that is sure to cater to their needs and whims;
- To set the tone for a far-reaching business horizon and to maintain steady growth by building relationships founded on trust and recommendation; and
- To safeguard the afore-mentioned through a synergy of commitment, experience, and innovation.

## Reasons To Advertise

**ACW** aims to grant readers/clients potent gratification by providing the finest editorial input, prompt circulation coverage, and essential business services.

- **ACW** magazine is the premier most trusted, specialized business publication in the MENA region.
- **ACW** is circulated to over 7,829 private and public sector firms.
- A broad set of benefits is placed at the immediate reach of our worldwide readership.
- **ACW** has helped hundreds of clients penetrate the lucrative MENA construction market.
- Bonus copies of **ACW** magazine are distributed at major events (Exhibitions, Conferences, Seminars, etc.) taking place in the MENA region providing value-added exposure to our clients.

Our yearly targeted survey revealed the following figures:

- 84% consider **ACW** as an accredited source for the latest information related to the Construction Industry, nourished by its high-quality editorial content;
- 79% find **ACW** Promotional Offers competitive and motivating.
- 71% are satisfied with the Return on Investment they had witnessed from the diverse exposure **ACW** has put forth;
- 66% surf **ACW** website to benefit from numerous online services.

For advertising inquiries, please contact us.

Tel: +961 -1- 748333 ext.140 – Fax: +961 -1- 352419; e-mail: [marketing@acwmag.com](mailto:marketing@acwmag.com)

# Advertising Options

## Print Options



### • Display Advertising:

ACW offers advertisements in an extended range of sizes and placements with full-color or mono display spots (with no additional loading for color).

### • Buyers' Advertising:

The Buyers' Guide (BG) is dedicated to companies planning to test the market with a limited budget. It is a 9 cm width x 6 cm height (3 5/8" x 2 3/8") including the company's logo and contact details as well as a short message and one related photo.

### • Advertorials:

This option has a double use; to get the story to all ACW's readers and maximize the company's exposure by placing its full contact details.

### • Fixed Inserts:

Distributed MENA-wide, or to specified countries. Fixed Inserts are a popular and effective form of advertising as they make your ad stand out from the rest!

### • Company Profile / Interview:

This form of advertising offers comprehensive coverage of your company's history and products, including an interview with the GM or CEO.

## Online Options

[www.acwmag.com](http://www.acwmag.com)

For ultimate exposure, place your web banner hyperlinked to your company's website or email address on ACW's website:

### • Top Banner

Width x Height: 470 X 60 pixels  
Max size (Kb): 30  
Types: GIF, JPEG &/or animated GIF

### • Right Side Banner

Width x Height: 120 X 160 pixels  
Max size (Kb): 30  
Types: GIF, JPEG &/or animated GIF



For advertising inquiries, please contact us.

Tel: +961 -1- 748333 ext.140 – Fax: +961 -1- 352419; e-mail: [marketing@acwmag.com](mailto:marketing@acwmag.com)

# Advertising Rates & Specifications

Display Ads	Full Color (4C)									
	One Time		Three Times		Six Times		Nine Times		Twelve Times	
Frequency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro
Gatefold	8250	6765	7920	6495	7510	6160	7010	5750	6435	5275
Spread	4900	4020	4705	3860	4460	3660	4165	3415	3820	3135
1/2 Page Spread	3350	2745	3215	2635	3050	2500	2850	2335	2615	2145
2nd Cover IFC	2900	2380	2785	2285	2640	2165	2465	2020	2260	1855
3rd Cover IBC	2900	2380	2785	2285	2640	2165	2465	2020	2260	1855
4th Cover OBC	3200	2625	3070	2520	2910	2385	2720	2230	2495	2045
Full Page	2500	2050	2400	1970	2275	1865	2125	1745	1950	1600
2/3 Page	2100	1720	2015	1650	1910	1565	1785	1465	1640	1345
1/2 Page	1700	1395	1630	1335	1550	1270	1445	1185	1325	1090
1/3 Page	1500	1230	1440	1180	1365	1120	1275	1045	1170	960
1/4 Page	1200	985	1150	945	1090	895	1020	835	935	765

Display Ads	Black & White (B&W)									
	One Time		Three Times		Six Times		Nine Times		Twelve Times	
Frequency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro
Full Page	2000	1640	1920	1575	1820	1490	1700	1395	1560	1280
2/3 Page	1600	1310	1535	1260	1456	1195	1360	1115	1250	1025
1/2 Page	1200	985	1150	945	1090	895	1020	835	935	770
1/3 Page	950	780	910	750	865	710	810	665	740	610
1/4 Page	750	615	720	590	685	560	640	525	585	480

Banner / Online Advertising									Classified Ads (Buyer's Guide)		
Frequency	One Month		Three Months		Six Months		Twelve Months		Currency	US \$	Euro
Currency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro			
Top Banner 470x60 Px (Each Month)	125	105	115	95	100	85	75	60	One Time	450	370
Side Banner 120x160 Px (Each Month)	100	85	90	75	75	60	60	50	Six Times (Each)	375	310
									Twelve Times (Each)	300	245
									Twelve Times (All Prepaid)	2700	2210

If you are interested in advertising in ACW please send an email to ACW's marketing department at [marketing@acwmag.com](mailto:marketing@acwmag.com)

## AD MATERIAL SPECIFICATIONS

**Physical submissions** should be directly submitted by post to our office or through the concerned agent (if available). Digital material must be accompanied by an accurate Color Proof (chromaline) and a list of all files should be supplied.

**Electronic Submissions** should adhere to the following specifications:

1. Images should not be enlarged or reduced more than 10% in page layout program.
2. All images must be available at 300 dpi or more.
3. Image Files: TIFF, PDF, JPEG, and CDR will be accepted
4. We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

### Supported File Types:

1. Adobe Indesign V 2.0 or later
2. Adobe Illustrator V 9.0 and above.
3. Adobe Photoshop cs and above.

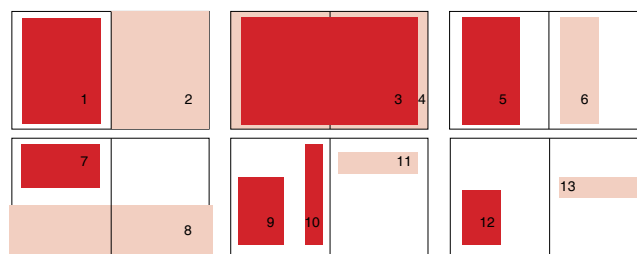
**Quality of Paper:** Interior Pages: 70 or 80 grams LWC Paper TOP KOTE - L - Covers 150 grams 2S Coated Paper Matt.

### Cancellation Policy:

Notification of cancellation must be made at least fifteen days before Publishing Date (as indicated in Editorial Program), changes or cancellations must be received in writing. Any advertiser canceling afterwards must pay the full charge for space. The publisher reserves the right to use previous material if copy is not received by Advertising Materials' due deadline (as indicated in Editorial Program).

Digital Files are to be submitted on CD Rom, DVD, Email or ftp (ftp web address plus username, password and file name to be supplied by email to [gwd@cph.com.lb](mailto:gwd@cph.com.lb)).

## ADS MECHANICAL DATA



Space	Dimensions	(W x H) mm
1. Simple Page	Print Size	188 x 254
2. Bleed Page	Trim Size	215 x 285
	Original Size	220 x 290
3. Double Page	Print Size	405 x 254
4. Double Page (Bleed)	Trim Size	435 x 285
	Original Size	440 x 290
5. Vertical 2/3 Page	Print Size	120 x 254
6. Vertical 1/2 Page	Print Size	88 x 254
7. Horizontal 1/2 Page	Print Size	188 x 127
8. Horizontal 1/2 page (spread)	Print Size	440 x 200
9. Island 1/2 Page	Print Size	120 x 184
10. Vertical 1/3 Page	Print Size	57 x 254
11. Horizontal 1/3 Page	Print Size	188 x 88
12. Vertical 1/4 Page	Print Size	88 x 127
13. Horizontal 1/4 Page	Print Size	188 x 60

# Circulation Figures

Middle East Circulation		
Country	Percentage from Circulation	# of copies
Palestine	0.10%	7
Cyprus	0.77%	54
Iraq	0.83%	58
Yemen	0.97%	68
Syria	1.76%	124
Bahrain	2.50%	176
Lebanon	2.52%	177
Oman	2.65%	186
Jordan	3.07%	216
Iran	3.61%	254
Kuwait	5.29%	372
Qatar	6.66%	468
Turkey	8.91%	626
KSA	25.32%	1780
UAE	35.04%	2463
<b>Total</b>	<b>100.00%</b>	<b>7029</b>

North Africa		
Country	Percentage from Circulation	# of copies
Sudan	5.25%	42
Morocco	9.63%	77
Algeria	10.13%	81
Libya	11.38%	91
Tunisia	13.00%	104
Egypt	50.63%	405
<b>Total</b>	<b>100.00%</b>	<b>800</b>

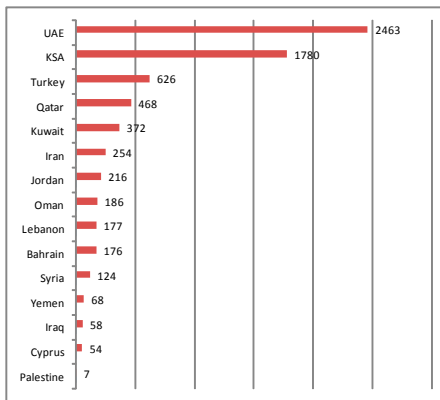
Total Circulation		
Region	Percentage from Circulation	# of copies
North Africa	10.22%	800
Middle East (including GCC)	89.78%	7029
<b>Total</b>	<b>100%</b>	<b>7829</b>

Circulation by Activity	Percentage from Circulation	# of copies
Architectural Components	4.48%	351
Safety and Security Equipment	5.12%	401
Lifting Equipment	8.78%	687
Power Generation	10.40%	814
Building Material	12.35%	967
Compact Equipment for Earth and Road	13.46%	1054
Earthmoving Machinery	19.71%	1543
Construction Equipment	25.70%	2012
<b>Total</b>	<b>100%</b>	<b>7829</b>

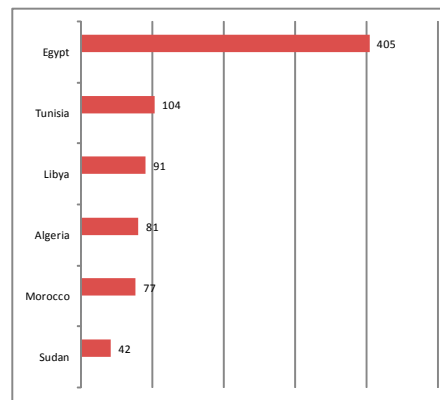
Circulation by Category	Percentage from Circulation	# of copies
Touristic Facility	0.74%	58
Financial Institution	0.91%	71
Research & Development	1.58%	124
Governmental Bodies	1.75%	137
Commercial Bodies	2.80%	219
Media Services	5.63%	441
Industrial Establishment	86.59%	6779
<b>Total</b>	<b>100%</b>	<b>7829</b>

Circulation by Job Position	Percentage from Circulation	# of copies
Professors	3.83%	300
Contracts / Project Managers	6.63%	519
Technical Engineers	12.07%	945
Export / Import Managers	15.69%	1228
Sales / Marketing Managers	16.95%	1327
CEOs / Owners	18.60%	1456
General Managers	26.24%	2054
<b>Total</b>	<b>100%</b>	<b>7829</b>

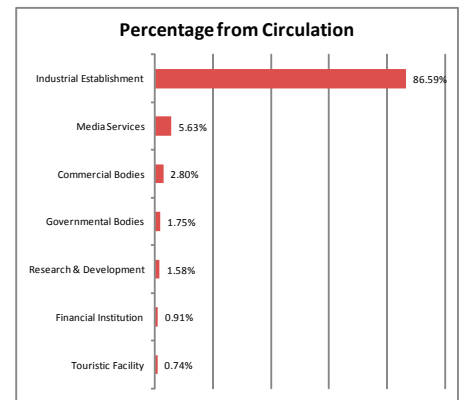
Middle East Circulation



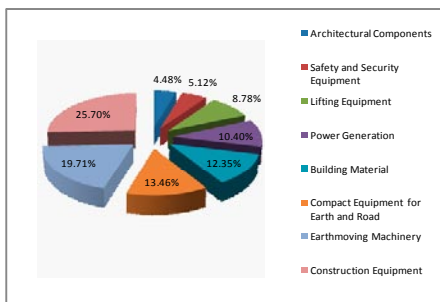
North Africa Circulation



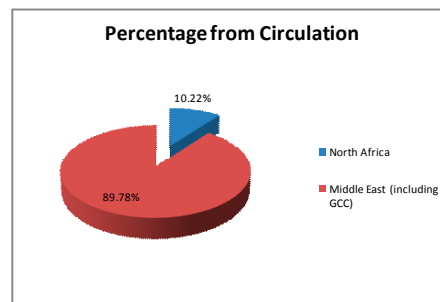
Circulation by Category



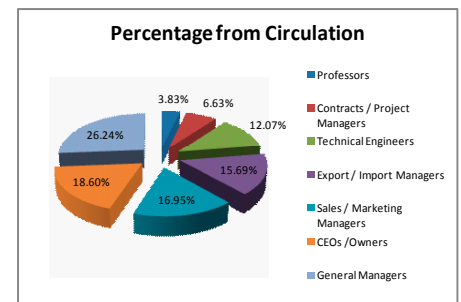
Circulation by Activity



Total Circulation



Circulation by Job Position



# CPH Services

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**Chatila Publishing House (CPH)** offers a series of services dedicated to decision-makers, professionals, and experts in the construction-related fields.

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## PROJECT MONITOR:



This section highlights the latest news about major projects in the MENA. It is divided into four subsections:

- **Tenders:** interested companies are asked to present their proposals to latest projects taking place in the region;
- **Biddings:** proposals presented by different interested parties will be studied, and the best proposal is then chosen;
- **Awarded Contracts:** announces awarded contracts and agreements reached between project owners and bidders.
- **Project Development:** the last stage in the service, wherein project's status along with work progress is communicated.

Email: [projectmonitor@cphservices.net](mailto:projectmonitor@cphservices.net)

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## BUSINESS LINKS



This section is divided into 3 parts:

- **Industry Contacts:** This section lists both international and regional manufacturers and suppliers of particular equipment and products.
- **Agents & Distributors** (available in MENA region): This section carries the contact details of agents and distributors as well as companies active in a certain sector in the Middle East and North Africa.
- **Representatives Seekers:** This section provides companies seeking representation in the MENA construction market with the opportunity to be out there. Complete contact details are listed as well as regions(s) of interest.

Email: [businesslinks@cphservices.net](mailto:businesslinks@cphservices.net)

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## COMING EVENTS



The Coming Events service offers a comprehensive listing of construction events, conferences seminars, and workshops. It enables interested users to set their calendars ahead. Information includes name of exhibitions, venue, date and organizers' complete details and addresses.

Email: [comingevents@cphservices.net](mailto:comingevents@cphservices.net)

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## PROMO SHOTS



Promo Shots can provide an effective, economical marketing drive for a company's product or service. It can promote your products and services, and enhance both your Company Profile and market presence through communicating your message either by Direct Email Messages, Direct Fax, or Direct Mail to relevant entities found on our database.

Email: [promoshots@cphservices.net](mailto:promoshots@cphservices.net)

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## CAREER CENTER



The Career Center Service opens the doors to professional recruitment. In this section, you would find classified advertisements where construction-active companies place their requests for finding suitable candidates for vacant positions.

Email: [careercenter@cphservices.net](mailto:careercenter@cphservices.net)

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## ACW Agents' List

<p><b>CHINA</b> Mr. Weng Jie <b>Hangzhou Oversea Advertising Ltd</b> Tel: 86-571-87053998 / 85150937 Fax: 86-571-85150669 / 85150444 Email: <a href="mailto:silkroad@mail.hz.zj.cn">silkroad@mail.hz.zj.cn</a>, or <a href="mailto:zjac@zj.com">zjac@zj.com</a></p>	<p><b>SPAIN</b> Ms. Olga Martinez <b>Publistar - Representative of International Media in Spain</b> Tel: 34-91-5536616; Fax: 34-91-5544664 Email: <a href="mailto:olga.martinez@publistar-es.com">olga.martinez@publistar-es.com</a> Web: <a href="http://www.publistar-es.com">www.publistar-es.com</a></p>
<p><b>FRANCE</b> Mr. Fabio Lancellotti <b>Def &amp; Communication</b> Tel: 33-1- 47307180 - Fax: 33-1-47300189 Email: <a href="mailto:Fabio.l@wanadoo.fr">Fabio.l@wanadoo.fr</a></p>	<p><b>TAIWAN</b> Mr. Sean Mulvihill <b>Worldwide Services Co. Ltd.</b> Tel: 886-4-23251784; Fax: 886-4-23252967 Email: <a href="mailto:sales@wwstaiwan.com">sales@wwstaiwan.com</a> Web: <a href="http://www.wwstaiwan.com">www.wwstaiwan.com</a></p>
<p><b>GERMANY, SWITZERLAND &amp; AUSTRIA</b> Mrs. Dorothee Schendzielorz <b>Eisenacher Medien</b> Tel: 49- 228- 2499860 – Fax: 49- 228- 650076 Email: <a href="mailto:info@eisenacher-medien.de">info@eisenacher-medien.de</a> Web: <a href="http://www.eisenacher-medien.de">www.eisenacher-medien.de</a></p>	<p><b>TURKEY</b> Mr. Murat Gurel <b>Gurel Medya</b> Tel: 90-212-2126998; Fax: 90-212-2133473 Email: <a href="mailto:info@gurelmedya.com">info@gurelmedya.com</a> Web: <a href="http://www.gurelmedya.com">www.gurelmedya.com</a></p>
<p><b>ITALY</b> Mr. Fabio Potesta <b>Mediapoint &amp; Communications SRL</b> Tel: 39-010-5704948 - Fax: 39-010-5530088 Email: <a href="mailto:info@mediapointsrl.it">info@mediapointsrl.it</a> Web: <a href="http://www.mediapointsrl.it">www.mediapointsrl.it</a></p>	<p><b>U.K, IRELAND, &amp; SCOTLAND</b> Mr. Stuart Smith <b>SSM Global Media Ltd, UK</b> Tel: 44-2084-645577; Fax: 44-2084-645588 Email: <a href="mailto:stuart.smith@ssm.co.uk">stuart.smith@ssm.co.uk</a> Web: <a href="http://www.ssm.co.uk">www.ssm.co.uk</a></p>
<p><b>JAPAN</b> Ms. Shinjani Dogra <b>Sakura International Inc.</b> Tel: 81-3-56461160 - Fax: 81-3-56461161 Email: <a href="mailto:dogra@sakurain.co.jp">dogra@sakurain.co.jp</a> Web: <a href="http://www.paragonmc.com">www.paragonmc.com</a></p>	<p><b>UNITED ARAB EMIRATES</b> Mr. Fouad Hammad <b>International Advertising LLC</b> Tel: 971-4-2699855 ; Fax: 971-4-2691514 Email: <a href="mailto:interad@emirates.net.ae">interad@emirates.net.ae</a> Web: <a href="http://www.iamediaservice.com">www.iamediaservice.com</a></p>
<p><b>KOREA</b> Mr .C.H.Park <b>Far East Marketing Inc. (FEM)</b> Tel: 82-2-730 1234 - Fax: 82-2-732 8899 Email: <a href="mailto:femads@unitel.co.kr">femads@unitel.co.kr</a></p>	<p><b>UNITED STATES OF AMERICA (EAST)</b> Ms. Corrie De Groot <b>Trade Media International Corp. (TMI)</b> Tel: 1-212-5643380; Fax: 1-212-5943841 Email: <a href="mailto:Corrie.deGroot@tmicor.com">Corrie.deGroot@tmicor.com</a></p>
<p><b>KUWAIT</b> Mr. Louay Al Asfahani <b>Paragon Marketing Communications</b> Tel: 965-5716063 - Fax: 965-5715985 Email: <a href="mailto:info@paragonmc.com">info@paragonmc.com</a></p>	<p><b>UNITED STATES OF AMERICA (MIDWEST)</b> Mr. Hooper R. Jones <b>Hooper Jones Associates Inc.</b> Tel: 1-847-4861021- Fax: 1-847- 4861025 Email: <a href="mailto:HooperHJA@aol.com">HooperHJA@aol.com</a></p>
<p><b>SCANDINAVIA</b> Mr. Bent Wissing <b>BSW International Marketing</b> Tel: 45-3538- 5255 Email: <a href="mailto:bswissing@webspeed.dk">bswissing@webspeed.dk</a></p>	<p style="text-align: center;">The above list of agents is growing and subject to change. In case there is no agent in your country, send an email to: <a href="mailto:marketing@acwmag.com">marketing@acwmag.com</a></p>

# TESTIMONIALS

Investing their hopes in our wide range of services and **Arab Construction World (ACW)**'s widespread standing, the reputable establishments below have reaped the benefits **ACW** magazine had promised them – and, sometimes, a bit more than they'd expected as expressed in their testimonials below. A full listing of testimonials is available at [www.acwmag.com/testimonials/](http://www.acwmag.com/testimonials/)  
*Reluctance is a risk, being an ACW client is not - join us!*



« AceCad Software appreciates the work done by ACW in presenting the latest regional construction news. **ACW** gives AceCad a forum to tell people about StruCad – the world's leading 3D structural steel detailing system. Through the excellent work of ACW we are assured that our range of products, which are dedicated to improving productivity in the structural steel industry are given maximum exposure. We look forward to continuing our work with **ACW**.»

Mrs.Cameron Haywood  
 Marketing Manager, AceCad Software



«The team, at Idromeccanica Italiana, wishes to thank Arab Construction

World for their professional efficiency and the good job done in marketing our products and services. The magazine has enabled us to reach worldwide companies; giving us the possibility to make our hydraulic breakers, hydraulic compactors, and spare parts recognized all over the Middle East.»

Mr.Pasquale Marrone  
 General Manager



« As the organizers of The Big 5 Show in Dubai, we benefit greatly

from the opportunity presented by Arab Construction World to promote the region's largest and most important event across the Middle East and North Africa. »

Bernard Walsh  
 Managing Director  
 Dmg world media Dubai Ltd

Below are some of our valued clients who trusted **ACW** to gain market share and increase their products' exposure in the MENA region.  
 A full listing is available at [www.acwmag.com/clients/](http://www.acwmag.com/clients/) - We invite you to make the right decision, and become one of our clients.



## Contact Us

### Postal Address

**Arab Construction World (ACW) magazine**  
 P.O.Box: 13-5121 Chouran  
 Postal Code: 1102-2802  
 Beirut - Lebanon

### Courier Address

**Arab Construction World (ACW) magazine**  
 Hamra, Commodore, Barouk Street  
 Chatila & Chehab Building, 2nd Floor  
 Beirut - Lebanon

**Tel:** +961-1-748333  
**Mobile:** +961-70-100094  
**Fax:** +961-1-352419  
**Email:** [info@acwmag.com](mailto:info@acwmag.com)



[www.acwmag.com](http://www.acwmag.com)

Published By:



[www.cph.com.lb](http://www.cph.com.lb)

## إتصل بنا

### العنوان البريدي:

مجلة عالم الإنشاءات العربي  
 ص.ب: ١٣-٥١٢١ شوران  
 الرمز البريدي: ١١٠٢-٢٨٠٢  
 بيروت - لبنان

### عنوان البريد السريع:

مجلة عالم الإنشاءات العربي  
 الحمرا، الكومودور، شارع الباروك،  
 بناية شاتيلا وشهاب، الطابق الثاني  
 بيروت - لبنان

هاتف: +٩٦١-١-٧٤٨٣٣٣  
 خليوي: +٩٦١-٧٠-١٠٠٠٩٤  
 فاكس: +٩٦١-١-٣٥٢٤١٩  
 البريد الإلكتروني: [info@acwmag.com](mailto:info@acwmag.com)