



Belhasa International Company LLC

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Message of the Chairman



The growth of the Gulf Cooperation Countries over the past 40 years has been nothing short of phenomenal as natural resource wealth has been converted into living conditions and standards that rank amongst the best in the world.

Although individual countries have developed at their own individual pace, all now have strong linkages within the global economy and also have the internal social and economic support structures that will enable them to further develop.

In the case of the UAE the rate and direction of development has also varied according to the dictates of each Emirate. Dubai has reached prominence through its success in diversifying its economy away from a reliance mostly on trading and re-exporting, into becoming the Gulf's major tourist destination as well as possessing ever expanding processing and service facilities.

This includes the Jebel Ali Free Zone, the Dubai Internet and Media Cities, the Dubai Financial Centre and a plethora of shopping malls and entertainment complexes as well as gold souks. Dubai's consistently high rates of growth and its drive towards achievement of global standards in technical excellence has also meant that opportunities for business growth and diversity amongst Dubai's business community have been equally abundant and Dubai's public and private sectors have worked closely in partnership over the years.

The Belhasa Group has been one of the major drivers associated with Dubai's development and also one of the recipients of the benefits of this development. It has used its Dubai base to build trading relationships around the world: its companies import from and supply goods and services to most of the world major trading nations. This brochure profiles the history and current operations of the companies within the Belhasa Group and provides a brief description of the variety of products and services the Group is associated with."

Dr. Ahmed Saif Belhasa
Chairman

Over the years, Belhasa has achieved numerous milestones. Our long-term growth and the accompanying expansion of our service offering have relied on internal evolutions, international acquisitions and organic expansion.

1960-1970

Union Trading Company (UTC) was established in 1968 and participated in the development of the Dubai and the Northern Emirates with a number of key infrastructure projects including power stations, substations, and gas turbines. Over the years, UTC has expanded its activities into surrounding regional and international markets.

1970-1980

Belhasa Engineering & Contracting Company was established in 1977 and has grown over the years to become one of Dubai's foremost main contractors.

1980-1990

At the beginning of the new decade, Belhasa Anthony Pools was born and the company became the market leader in the pools sector in the UAE. It was renamed Belhasa Projects LLC in 1997, with a divisionalised structure capable of executing projects in water treatment, concrete repairs, industrial and sports surfacing, Facilities Management, and equine facilities.

Design Creation was a natural evolution for a group with diverse construction interests and in 1982 United Decoration Company was incorporated, specialising in design and execution of high quality interior decoration work.

Belhasa Joinery & Decoration Co. was established in 1988 with the vision of being the total solution provider for all types of doors and door frames. The company expanded readily into all types of carved wood products such as screens, pergolas, balustrades, cabinets, wardrobes and furniture.

In 1986 the group entered a key strategic partnership with Six Construct of Belgium, one of the world's foremost construction engineering groups. Belhasa Six has gone on to produce many of the iconic landmarks of Dubai, including involvement with the world's tallest tower, the Burj Khalifa.

1990-2000

Emirates Driving Institute was set up in 1991 and in a short time became the market leader in driving tuition within the UAE. The Institute now has a vast fleet of cars, buses, trucks, motorcycles and other equipment and teaches thousands of students annually.

1994 saw the creation of Belhasa Trading and Development Company with a highly qualified staff of engineers and technicians offering repair and maintenance of heavy vehicles, machines and equipment in the UAE.

Belhasa Motors Company was established in 1995 to import, promote and market a wide range of consumer, commercial and industrial vehicles.

In 1996 Belhasa Tourism Travel Co. was opened to offer a full spectrum of inbound and outbound services to retail and corporate clients. The same year also saw the inception of Belcom – a high technology company that has been involved ever since in the fields of telecommunications and sophisticated electronic security.

Belhasa Real Estate was established in 1997. The company manages a substantial volume of properties owned by the Group and third parties.

2000-2010

Al Tatweer Contracting was acquired in 2001 to provide a focus on smaller-scale building projects of mosques, low rise blocks, luxury villas and cluster housing.

In 2002 Global Scan Technologies was conceptualised to meet the demand for detailed satellite images within the Middle East and it now offers a wide variety of related services.

Belhasa Quarries and Crushers Management began in 2003 to extract aggregates and boulders from a site in Fujairah and also to crush the aggregates for the ready-mix industry.

Fujairah National Driving Institute was established in 2004 and operates in Fujairah city and Dibba, bring to the residents there the same high standards that EDI provides in Dubai.

Subsequently the Belhasa Group's acknowledged and unrivalled expertise in Driving Tuition has led to the creation of two further entities: Qeyadeh and Dubai International Driving Centre, increasing the geographic penetration and diversity of the group's educational services in the UAE.

2006 witnessed a whole new area of activity for the group, entering the ecological disinfection market with patented stabilised hydrogen peroxide products under the banner of Belhasa BioTek. The same year also witnessed the spectacular step of Belhasa opening its own office in Beijing to provide liaison and procurement services from China, reinforcing its pioneering relations with the Peoples Republic.

During this period the group joint ventured into several growing areas associated with diverse customer services such as discount and loyalty cards, tele-sales, online services, and creative animation under the Amaal brand, and has achieved considerable success garnering high profile clients who value the support of Amaal's special expertise in these new areas of marketing.

The group's interests in automotive services merged with its tourism experience in 2007 with the evolution of Belhasa Rent a Car, offering the complete gamut of services expected of such a venture.

2008 saw the addition of Belhasa Gourmet, offering the Segafreddo Zanetti Espresso cafe brand – the first of many in a portfolio of high quality offerings in the hospitality sector.

Today, the Group has more than 8,000 employees, representation in several overseas countries and dozens of subsidiary and associate companies.



**Industrial
& Educational**

**Vice Chairman
Amer Ahmed Belhasa**

Emirates Driving Institute
Fujairah National Driving Institute
Qeyadah Driving Institute
Dubai International Driving Center
United Decoration

Belhasa Joinery & Decoration

Belhasa Rent A Car



**Construction
& Technology**

**Director
Majed Ahmed Belhasa**

Belhasa Engineering and Contracting
Belhasa Projects
Al Tatweer Contracting

Global Scan Technologies



**Belhasa
Holding PJSC**

**Belhasa
International**

**Chairman
Dr. Ahmed Saif Belhasa**



Trading

**Director
Haitham Ahmed Belhasa**

Union Trading

Belcom



**Automotive, Real Estate,
Travel & Tourism, Hospitality**

**Director
Saeed Ahmed Belhasa**

Belhasa Motors
Belhasa Trading and Development
Platinum Lease
Belhasa Tourism Travel

Belhasa Real Estate
Belhasa Hospitality
Inaya Facilities Management Services



EMIRATES DRIVING INSTITUTE



Operating since 1991, Emirates Driving Institute (EDI) is the most admired and successful institute for Driver Training in the UAE.

Working in cooperation with prestigious groups like The Institute of the Motor Industry and The Institute of Advanced Motorists in the United Kingdom, and the German Cultural Institute for Driver Education, EDI's training programmes and associated learning materials are products of meticulous research.

EDI also provides specialist courses to international standards, including Defensive Driving and Desert Driving, as well as advanced programmes for executive chauffeurs, school bus drivers, and training in the use of complex vehicular equipment.





FUJAIRAH NATIONAL DRIVING INSTITUTE



Fujairah National Driving Institute (FNDI) was established by Emirates Driving Institute in 2004 to offer premium driving tutorship to the people of the Emirate of Fujairah. FNDI's partnership with international organizations helps keep the institute abreast of the latest innovations in driving tuition methodologies and infrastructure and to be able to provide cutting edge education.

We offer driving courses on a par with international standards in the following areas:

- Light Motor Vehicle Training
- Heavy Bus Training
- Heavy Truck Training
- Shovel Training
- Fork Lift Training
- Motor Cycle Training





QEYADAH DRIVING INSTITUTE



DUBAI INTERNATIONAL
DRIVING CENTER



Belhasa Group continually strives to bring the excellence of its experience in driver tuition to new locations in order to best serve the community. In doing so it has created new entities in cooperation with other local experts to produce entirely fresh and modern tuition environments.

Two examples are Qeyadah Driving Institute and Dubai International Driving Center (DIDC).

Qeyadah is located in Ras Al Khaimah and is already developing a loyal customer base, whilst DIDC is presently under construction.

Established in 2008, Dubai International Driving Center is strategically positioned in Dubai Investment Park in the rapidly developing Jebel Ali area.

Both entities will offer the full spectrum of services required to fully service this buoyant sector, including driver training for:

- Heavy Vehicles – Bus and Truck
- Tankers
- Light Motor Vehicles
- Specialist training for school bus drivers
- Motorcycles



UNITED DECORATION



United
Decoration
Company

Incorporated in 1982, UDC specializes in the design and execution of high quality interior decoration projects. Its winning combination of state-of-the-art manufacturing facility, efficient and talented work pool, and association with international designers and suppliers, enables United Decoration Company to guarantee the hallmark of excellence in all its services.

Services include Interior projects for:

- Hotels
- Shopping Centres
- Cafeterias
- Restaurants
- Private villas
- Petrol service stations
- Offices

BELHASA JOINERY AND DECORATION



BHJDC commenced operations in 1998 with a vision to create spaces that communicate the language of the people who use them. Today the company is one of the most highly qualified joinery finishers in the UAE, offering a gamut of allied services such as interior designing, consultancy, contracting and complete turnkey projects.

Services include:

- Interior Design Consultancy for hotels, restaurants, resorts, recreation centres, health clubs, play areas, shops, showrooms, department stores, schools, colleges, offices, banks, and home.
- Interior contracting
- Flooring
- Gypsum ceilings
- Wall finishes
- Carving
- Aluminium and glass works
- Window coverings
- Electrical, data, and PABX installations
- CCTV security systems
- Home and office automation services
- Lighting
- Office and home furnishings
- Signage and graphics
- Aluminium composite panels
- Steel structures, including creation of mezzanines

Products include:

- Wooden doors and frames
- Reception counters
- Timber decorative ceilings, pergolas, canopies, bridges, car park shades, arches
- Decorative wooden screens
- Handrails and balustrades
- Kitchen Cabinets, wardrobes and other furniture





BELHASA ENGINEERING & CONTRACTING

Established in 1977, Belhasa Engineering & Contracting Company (BECC) is one of Dubai's most accomplished larger contracting companies with an extensive record in the construction of landmark projects such as hotels; mosques; multi-storeyed residential, office, or multi-use complexes; airport facilities; warehousing; industrial installations; and buildings for Governmental Institutions.

Efficient project monitoring, effective cost control, and ahead-of-time project delivery are just some of the USPs of Belhasa Engineering.





BELHASA PROJECTS

Ever since its inception in 1980, Belhasa Projects has been providing custom made swimming pool design as well as manufacture and installation for major hotels, leisure complexes and large villas in and around the UAE. Today, the firm has also branched into other ancillary business areas to include sports coatings, equine industry, waste water management, and comprehensive design services.

BHP's diverse scope includes:

- Swimming pools, water leisure facilities, water features and commercial aquaria
- Soft & hard landscaping
- Facilities Management (under the Belcare brand)
- Industrial coating
- Sports surfacing
- Electro-mechanical
- Infrastructure work and waste water treatment
- Equine Facilities
- Concrete Repairs
- Trading in various products and services pertaining to the above facilities.





AL TATWEER CONTRACTING

Al Tatweer has been successfully providing a price-conscious, but still first class, contracting service for the past 20 years. Licensed (G+M+12) by the UAE Department of Economy and Planning, Dubai, Al Tatweer has many prestigious projects to its credit. With a dedicated team of qualified personnel, latest technology, and control systems, the firm has a growing and satisfactory client base with its projects that meet the highest quality standards while being competitively priced.

Projects include:

- Housing
- Residential and commercial buildings
- Labour Camps
- Mosques and palaces



GLOBALSCAN TECHNOLOGIES



Based in Dubai, Global Scan Technologies is one of the leading providers of Remote Sensing and Geographic Information System services in the UAE. GST is capable of designing, developing, and maintaining large geospatial datasets and also implementing cost effective solutions in the areas of sustainable development of the environment, marine protection, urban planning, etc.

Services include:

- Satellite Imagery
- Remote Sensing and GIS Applications
- Vehicle Tracking
- Environmental and energy-related Industries
- LIDAR (Laser Imaging Detecting and Ranging) for Industrial and 3D Imaging, Terrestrial Mapping, Marine Survey
- Microdrone (Miniature VTOL Aircraft for aerial photography)



UNION TRADING

Ever since it was set up in 1968, Union Trading Co has been associated with infrastructure projects in and around the UAE, namely, laying high voltage cables and setting up power stations, gas turbines, etc. Today the firm enjoys successful business alliances with a number of Arab and international companies and has expanded its activities to include a diverse array of services.

Products/Services include:

- Cement trading
- Supply of special purpose vehicles to civil defence units and security companies
- Uniform and accessories for the Police force
- Branded catering equipment for the Hospitality Industry (Brands include Carlisle, Paderno, Stolzle, Kenzi, and Libbey among others)
- Stainless Steel cookware and utensils
- Knives and accessories
- Houseware and Furniture
- Plasticware



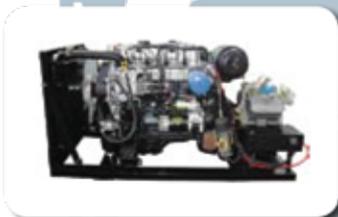
BELHASA MOTORS

Belhasa Motors Co. was set up in 1995, to import, sell and market a range of commercial and industrial vehicles.

Headquartered in Dubai, Belhasa Motors has its branches in Abu Dhabi, Sharjah, Ras Al Khaimah and Fujairah. With a "Customer First" policy the company offers a wide range of commercial vehicles and Quality Service that is conveniently located and efficiently delivered.

The company represents a number of leading vehicle and equipment manufacturers from China and Australia including: Jiangling Isuzu Motor Co (JMC), China First Auto Group (FAW), Shenyang Brilliance Auto Co (JINBEI), Shenlong Bus Mfg. Co. and Sigma Coachair (COACHAIR) and enjoys a significant share of the UAE market through some of its more popular products which include:

- Pick-ups and Light Duty Trucks
- Mini Buses
- Heavy Trucks and Buses
- Luxury Coaches
- Bus Air Conditioners





BELHASA TRADING & DEVELOPMENT

Belhasa Trading and Development Co was established in 1994 to import and distribute a wide range of commercial vehicles, off highway equipment, and construction machinery not only in the UAE but also within the GCC and Levant region.

Since it started operations in 1994 Belhasa Trading & Development has seen its business grow exponentially not only within the local market but also regionally. Today, Belhasa Trading's regional presence includes branches in Jordan with associate offices in Yemen & Iraq.

Some of the major exports handled include:

- Pick-ups
- Light, Medium and Heavy duty trucks
- Passenger Cars & SUVs
- Mini Vans and Buses
- Tyres Batteries and Accessories



INAYA FACILITIES MANAGEMENT SERVICES L.L.C.

Inaya Facilities Management Services (Inaya) was formed by the Belhasa Group to cater to the growing needs of Asset Managers and property owners for sustainable Facilities Management services. Inaya is a one stop shop specialising in service and maintenance, technical solutions and integrated facilities management. The Inaya business model provides our clients a competitive edge, scalability and opportunity to source all the facilities management needs under one roof. Our main objective is to make a difference by raising the standards of facilities management services to a level that preserves the quality of our clients' assets, enhance their return on investment, add value to their brand, enhance customer satisfaction and improve their overall business performance.

Inaya has a highly experienced team of experts drawn from large conglomerates with extensive experience in facilities management and directing operational excellence in some of the most renowned developments in the region. Moreover, Inaya can draw on the Belhasa Group's huge pool of skilled tradesmen, engineers, and functional specialists to ensure that its resources are the best available in the market.



PLATINUM LEASE CO.

Established in 1995 Platinum Lease was set up to provide comprehensive transport solutions for the rental and lease market. In addition to long and short term leasing to companies Platinum Lease also provides tailor made packages to Construction companies, schools, colleges, hotels, offices and tourism companies.

Backed by the infrastructure and expertise of the Belhasa Auto Group and with a fleet of modern buses ranging from 14 to 81 seats, the firm offers hassle free solutions with unmatched service.

Platinum lease offers a host of bus rental solutions including:

- Short and long term corporate leasing
- Staff transportation
- Spot rentals
- Contractual labour transportation
- Luxury Coach rentals for short and long term
- Long term School bus rentals



BELHASA RENT-A-CAR

The goal of Belhasa Rent-a-Car is to provide the best car rental services in the UAE with respect to luxury, personalized customer service, affordability and unlimited options for both personal and corporate needs.

Services: We offer a wide range of affordable vehicles for any hiring need, short or longer term, with or without driver.





BELHASA REAL ESTATE

Belhasa Real Estate Management offers the full range of Real Estate Maintenance and Management Services including building maintenance, security services, cleaning & washing services and property management on behalf of building owners. The quality of the services provided is of the highest level and draws on the core skills and experience that the Belhasa Group has accumulated over many years of building and maintaining properties both for Belhasa International Co LLC and its customers.

Services include:

- Insulation
- Floor and wall tiling
- Painting
- Carpentry
- Flooring, partitions and false ceilings
- Cleaning services
- Air-Conditioning, ventilation and air filtration systems installation and maintenance
- Electrical and mechanical installation and maintenance services
- Satellite receiving equipment installation and maintenance services
- Plumbing and Sanitary installation and maintenance services
- Tenancy Management
- Financial Management
- Utilities Contract Management
- Municipality Requirements and Documentation Services
- Legal Counseling



BELHASA TOURISM TRAVEL

Belhasa Tourism Travel Co was set up in 1996 to serve the vibrant tourism market in the UAE and in the Middle East as a whole. Belhasa's cumulative experience, its qualified employees, and its sophisticated global communications network, has enabled Belhasa Travel to be among the UAE's most reliable and innovative travel solution companies.

Services include:

- Incoming and outgoing tours (groups and individual).
- Readymade & tailor-made packages
- Special weekend packages, quick trips and honeymoon holidays
- Worldwide hotels, apartments and cruise booking
- Safari, yachting and hunting trips
- Sightseeing, transfers (drivers and guides on request)
- Incentive, Conference and special event programmes
- International ticketing and airline reservations
- International languages school courses in USA, England and Australia
- Medical treatment and check-Up programmes In • Germany and the Czech Republic
- Euro Train, Euro Disney and Disneyland entrance tickets
- Car Rental - local and worldwide
- Air and sea cargo handling (international and local)
- 'Meet & Assist' at airport
- Transit and Visit Visa arrangement
- Mobile phone rental (GCC Countries, U.K. & USA)
- Travel insurance

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PLATINUM LEASE PASSENGERS TRANSPORT BY RENTED BUSES L.L.C.

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