

AL ROWAISHAN GROUP AL ROWAISHAN GROUP

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To be in the lead











**To be in the lead**



# Our Group

With any giant project, the beginning was an idea in 1979 to begin along trail work and construction. After decades of perseverance and determination in facing challenges and difficulties, Al Rowaishan Group was founded and now including more than a dozen companies operating in the industrial, commercial and services sectors.

Al Rowaishan Group began as the dream of its founder Sheikh Mohammed Bin Yahya AlRowaishan who combined the ambitious vision and strong determination to create a great economic foundation to become a powerful group in the ranks of great economic groups in Yemen.

Since its foundation and until now, the Group achieved significant growth in its work, the expansion of its activities and opening investments in new areas. The Group established a solid base of partnerships and strategic relationships and was able to be in the lead in various fields.

Our group believes that its lead and uniqueness were not coincidental, but by the grace of God, and the result of deliberate steps and determined effort which show in the confidence of our customers, and it gives us pride and honor. For this we dedicate ourselves to making them happy, meeting their expectations and drawing all our strategies to strengthen and maintain that confidence.

In Strengthen knowledge and get acquainted with the ideas and successful experiences in various all-new areas, we build and uplift our organization and employees.

Accounting on values and principles which inspired our success and continued superiority, and accounting on a strong will to move us toward achieving our vision “To be in the Lead”.

To be in the lead



مجموعة الرويشان  
AL ROWAISHAN GROUP



## WELCOME TO AL ROWAISHAN GROUP

With appreciation and respect, I salute everyone who participated in what we have achieved since the first building blocks were laid.

It is excellent performance and quality that we provide to our customers. It is quality and not quantity.

With all respect, I greet all those who worked and contributed to what we achieved since the first building blocks until today and all those who contribute in building a better future for the Group.

I confirm that we are all partners in success in the present and in the future. These achievements are not by coincidence. These are results of careful steps taking into account the needs of the society and development requirements in Yemen. We cope with every new development in technology and knowledge depending on the experience and capacity of our human resources whom we give special attention as the key elements for our achievements and for drawing our future.

These successes were crowned by the establishment of the top management of the Group through which we aim to continue the march of development in a more organized manner and to benefit from pioneer global experiences in business management and development to achieve the Group vision "to be in the lead".



SHEIKH / MOHAMMED BIN YAHYA ALROWAISHAN

Al Rowaishan Group Chairman



SHEIKH / MOHAMMED BIN YAHYA ALROWAISHAN

Chairman of Directors of Al Rowaishan Group



SHEIKH / YAHYA BIN MOHAMMED ALROWAISHAN

Vice Chairman of Directors of Al Rowaishan Group



MR. SALEH ABDULLAH ALROWAISHAN

General Manager & Member of Directors of Al Rowaishan Group

## Our Vision

To be in the Lead

## Our Mission

Al Rowaishan Group strives to the production, marketing and provision of services, with high quality to meet the demands and needs of its customers, gain their trust and lasting excellence locally and regionally, satisfaction to all members of society from customers, shareholders and employees, through the multiplicity of economic activities, and Permanent stimulation for the working group and developing their capacities to absorb changes and rapid progress in methods of work developed, taking into account the accuracy, honesty and transparency to support community development and participation in the preservation of the environment according to international standards.

## Our Strategic Objectives

- Achieving sustained growth in the various activities of the group.
- Development and innovation in the means and methods of work and efficiency of the men power.
- Contributing the national economy.
- Contributing in the community development and preserve the surrounding environment.
- To build strategic partnerships at the local, regional and international levels.
- A closer relationship with all segments of society.

## Our Social Responsibility

Each success has a base upon what was achieved for a range of successes during its career was the result of close association and genuine to their community which's reflected in the programs of care and support activities and events of different groups and classes, later has become a genuine strategy of this fact translated by Sheikh Mohammed Bin Yahya Alrowaishan, to establish Al Rowaishan Charity Foundation.

## Our Partners

We are aware that success is not made unilaterally, but multilaterally, and the group's success and expansion is the result of joint efforts combined in the making of a wide range of contributors, a host of skilled workers, a broad range of clients and a set of strategic relationships locally and regionally, and proud to be partners in success, the future is always promising by more of the partnership and more success.

## Our Activities

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### Commercial Activity

The group operates in commercial activities through a number of companies engaged in activities of import and domestic marketing of various food commodities and consumer goods, clothing, oils, furniture, household appliances and electronics (Samsung). The Group is the exclusive agent in Yemen for the most prestigious European and American car companies BMW, Land Rover, Chrysler, Jeep and Dodge.

### Industrial Activity

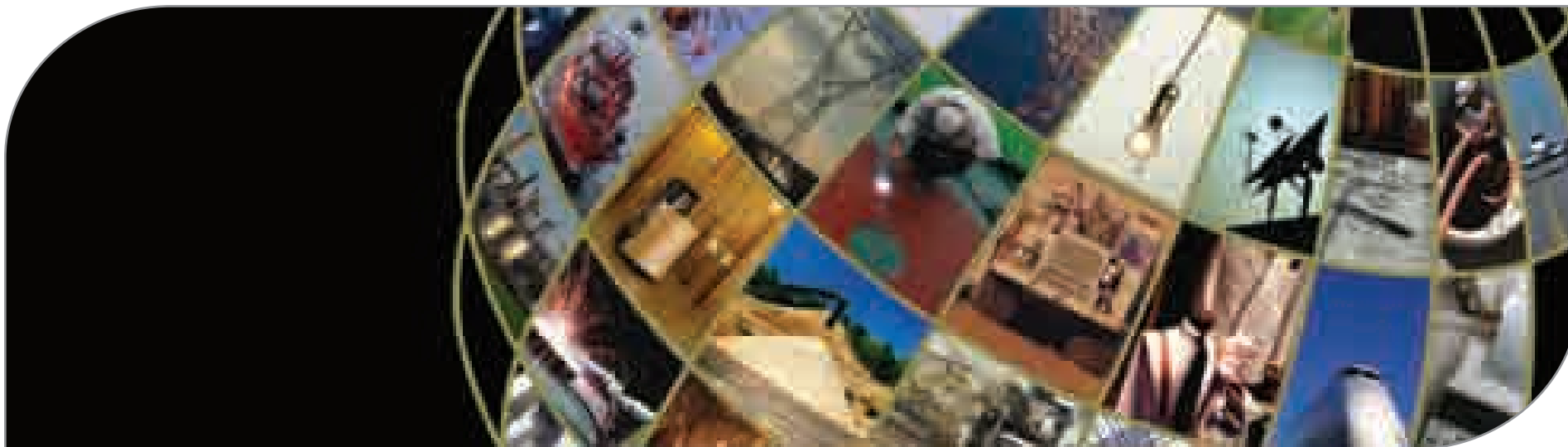
The Group operated in an industrial activity through several companies, including Tahama for Sack Manufacturing Co., Aden Silos and Mills Co. and Yemen Company for Cement Silos, where all industrial companies of the group support by advanced manufacturing technology and quality are the basis for its success.

### Service Activity

The Group operates in the service activity through several investments and development companies, are sorted in a number of areas of service activity "Land Transportation, Banking, Oil exploration, Shipping, Insurance, Aviation, Tourism, Agricultural Development, Construction Services, Technology Solutions and Information Technology.

**Commercial Activity**





## **Al Rowaishan Establishment for Universal Trading & Agencies**

The foundation was in 1979 as the first establishment in RG to work in general trade, and is considered one of the premiers in the area of import of many commodities including “ cement, sugar, flour, grain and rice” and in addition to numerous other activities own many specialized exhibitions in the sale of luxury brands of clothing “DORMEUIL, DANIEL HECHTER, LUBIAM, INTHEMA..” and other brands. The establishment holds a number of agencies to prestigious international companies including:

- ROLLS ROYCE ENERGY.
- CEMENTIA.



## **Al Rowaishan Investment & Development Co. Ltd**

The Company commenced its activities in selling and marketing European cars through becoming the sole agent for the internationally known “LAND ROVER, BMW” prestigious cars in the Republic of Yemen. In addition, it offers original spare parts and provides excellent after-sale services equivalent to services provided in much more advanced countries. This was achieved by providing all of the necessary technical facilities guaranteeing quality of service up to the standards of our international agencies and this resulted in increasing confidence of clients. The company has many selling methods through retail directly or through various banks to enable the client to get the desired car.





## Al Rowaishan Motors

The Company is specialized in marketing and selling all transportation vehicles in Yemen; it became the exclusive agent in Yemen for one of the leading American companies in auto making, namely Chrysler company (Chrysler, Jeep and Dodge), in addition to (International Navistar). The company offers unique maintenance services through its ownership for the best maintenance workshops at the level of Yemen and the region, as well as services of auto body shop and painting centers; it also contained a warehouse for original spare parts, body shop, painting and the provision of spare parts upon the agency standards.





## Sam Electronics Co.

The Company was founded in 1997, and is operating in marketing of home appliances, mobile phones, computers, printers and office equipment through a wide network of branches and showrooms in most Yemeni cities, in addition to providing excellent maintenance services for all its products and after-sales services. The Company consists of three sections:

- Home Appliances Division: Refrigerators, washing machines, televisions, microwaves, vacuums and audio-video materials.
- IT Division: Computers, printers, cameras, office equipment.
- Telecommunications Division: Mobile Communications and Mobile Devices





## **World of Cars Co.**

Specializes in selling, renting, and trading European (BMW and Land Rover) and American (Chrysler-Dodge-Jeep) cars. WOC also provides a complete after sale service package including maintenance and providing original and market spare parts at very flexible prices. WOC also provides a trade-in service where the customer can trade their old car in for a new one, also unique is the rental service, which contains many different car models and pricing plans for long and short term rentals.





## **First Trading Company (Ftco)**

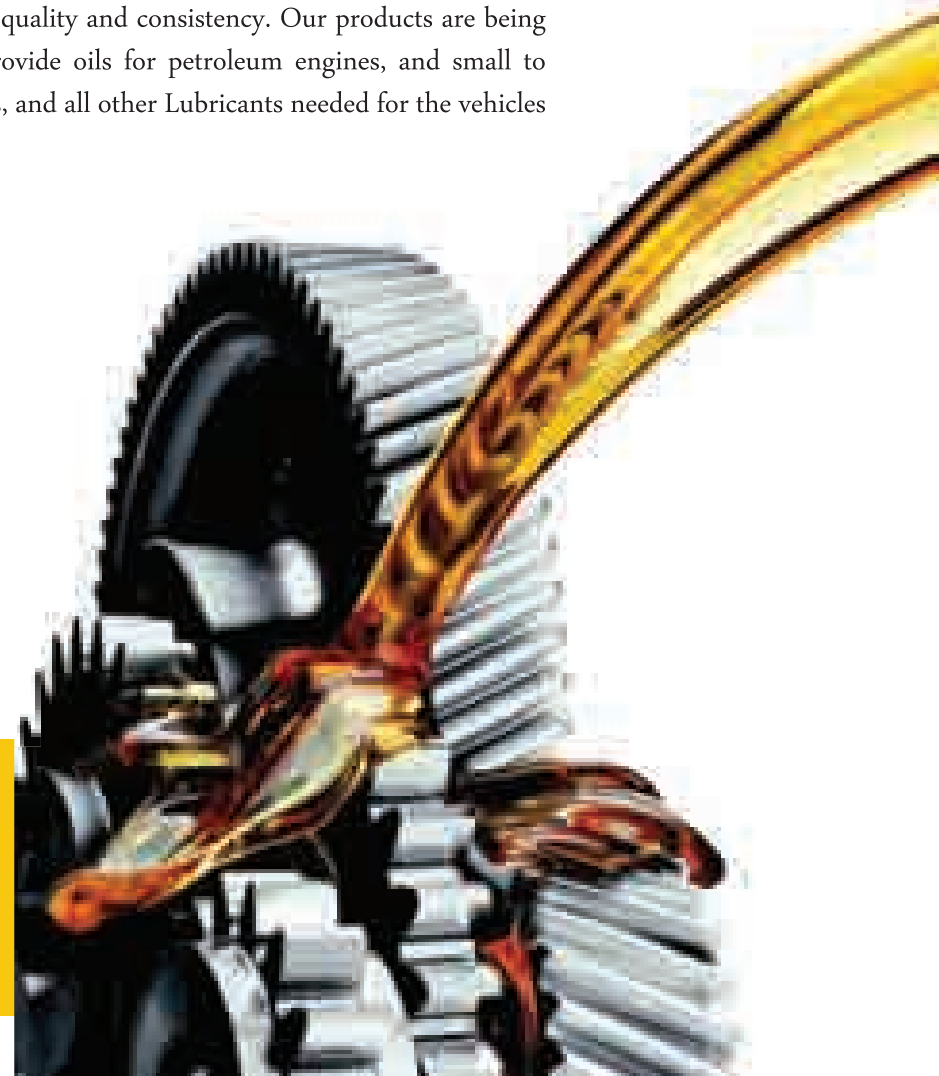
The Company carries out its business activities in several investment sectors including “The Consumer Sector” which operates through its representation of a number of international food companies in selling and marketing products such as ‘Cooking Oil, palm oils, Powdered Juices, Spaghetti Pasta, Rice, Sugar And others .

The “Pharmaceutical Sector” where this sector is an agent for global pharmaceutical companies specialized in the pharmaceutical industry. And through the “First for Travel & Tourism provides services of ticket sales, bookings for travel and tourism, as well as sales of air tickets on international flights to different parts of the world. The Travel & Tourism Sector is an authorized member of the (IATA) Organization, and an agent for global travel companies. The Company is continuously expanding its activities and provision of various products through a contract with global reputable agencies to fulfill the demands of its customers.



## Alrowaishan Lubricants & Trade Co. Ltd

Alrowaishan Company for Oils and General Trade is the sole agent in Yemen for all high quality motor oil from Cubrix, an oil well known globally for its high quality and consistency. Our products are being constantly bettered to fit our customer's needs. We provide oils for petroleum engines, and small to medium diesel engines. For large vehicles we provide oils, and all other Lubricants needed for the vehicles to run.



**Industrial Activity**





## **Tahama Sack Manufacturing Co.**

The number one company in Yemen in producing poly propylene bags, TSMC owns a fully equipped factory that can cover the need in Yemen of all of the markets (commercial, industrial, and agricultural). Customers can order any quantity of bag in different lengths and widths, and different thickness, and everything is customized towards the needs of the customer. The bags can be used for filling grain, flour, wheat, and other products. Our bags meet and exceed all international standards, and as such we export our products to nearby countries like countries in the Arabian Gulf, Jordan and the Horn of Africa.

Through the hard work and dedication of our staff and employees, and our 100% commitment to excellence, TSMC has become a well known brand locally and regionally.





## Aden Silos & Mills Co.

Aden Silos and Mills Company own a strategic area in Al Mualla Harbor in Aden. Aden Silos and Mills Company is seen as one of the foremost companies in Yemen in the field of bagging grain and flour production. Our products are of the highest quality, as our production line is equipped with the newest technologies and machinery from Buhler International, a Swiss company. We provide our products to all regional and local customers under our two brands; ALMOMYAZ and ALHOKOOL and through our strict quality control process that monitors quality before, during and after production, until the product reaches our customers.







## **Yemen Company for Cement Silos**

The Company owns a factory for packaging and handling cement in Mukalla sea port .The production capacity exceeds 1500 tons per day, and storage capacity of up to more than 18,000 tons of bulk cement, and 7,000 tons of packed cement. The Company imports bulk cement from the best cement plants worldwide that conforms to international standards in accordance with the license granted to the company from Cementia Global Company – one of French giant Lafarge Group, the leading cement at the level of international cement company.

**Service Activity**



## Yemen Commercial Bank

The Yemen Commercial Bank YCB is a Yemeni closed joint-stock company established in accordance with Central Bank of Yemen's decree No 2783 dated 28/1/1993 as the first private bank established after the Yemeni Reunification. The board of Directors consists of an elite group of Yemeni businessmen and headed by Sheikh Mohammed Bin Yehya Alrowaishan, Chairman of the Board of Directors with

YCB is providing various banking services for companies and individuals through its branches and ATM's which are spread over all Yemen governorates.

With high standards of performance the bank copes with the development in the international banking services and achieved the leadership locally by providing unique services at the different levels local and regional which are:

- Mobile Bank Service.
- Phone Bank Service.
- Recharging the Telephone Service.
- Internet Banking Service.
- Child Treasure Account.
- Atajari Jawahr Program. (The first service in Yemen and regional encourage clients to saving and presenting precious awards).
- VIP Services.
- Others ....

Because we care about our clients' privacy, YCB also gave the privacy to its ladies' clients by establishing new special branches under their services (Hawa'a Branches) with qualified and specialized female staff.

As a result of YCB success, creativity and developing strategy, it was awarded for two consecutive years (2008 – 2009) the Banker award as the best Bank working in Yemen.







## Saba Insurance

Saba Insurance Company was founded since 20/05/1990 providing insurance services in all of the different fields in Yemen;( Marine Insurance, Fire and Allied Perils Insurance, Motors Insurance, Householder Insurance, Engineering Insurance, Life Insurance and Health Insurance). Saba is reinsured by the largest reinsurance companies in the world, and Saba also provides insurance services in Yemen. Saba provides insurance for many economic entities and businesses, it is known for quality service and loyalty to our customers for the past decades with highly skilled employees.



## Yemen Int'l Transport Co. Ltd

The Company operates in providing comprehensive services in the areas of passenger land transport domestically and internationally, postal services, tourism services and pilgrim transportation to the Holy Land; It is the first in Yemen in terms of land transportation, where it has the most modern and largest fleet of prestigious buses of (Mercedes), characterized in outstanding comfort and safety that are commensurate with the nature of the terrain and roads of Yemen and the requirements of international lines.

In addition, the company owns wide networks of branches and agents covering the various provinces and cities of Yemen, and also a regional office in the neighboring Kingdom to cover the Gulf region.



## **Yemeni Chinese Construction Engineering Co. Ltd**

YCCE works in the fields of engineering and construction of public, private, and industrial buildings, as well as engineering consulting and architectural services. The company has completed numerous projects which have allowed it to become known for its unique and quality services. YCCE is known for applying international standards to our buildings, and combining modern building techniques with traditional Yemeni architecture and design through our specialized staff, highly trained workers, and modern machinery.



## Yemen Payments & Cards Co. ( Saba Card)

Saba-Card is the 1st in Yemen to provide and operate payment cards and local e-payment solutions services, the company holds and manages comprehensive payments and cards processing center equipped with the latest technology in terms of software , hardware , operating systems , database and communications along with proper methods, in addition of issuance and acceptance of domestic and international cards (Visa, MasterCard), networking systems (Switch) for (POS & ATM) devices, and payment of utility bills, freight-mail to mobile phones, money transfer via ATM without a card (Card-Less), and all types of Stationery for POS & ATM in the mean time the company is capable of providing banks, relevant authorities, financial institutions with payments consultancy, project management and professional services in Yemen and regionally. The company represents a number of specialized agencies in this area. In addition offering numerous distinguished services locally and some regionally such as:-

(Mobile ATM, Mobile Branch, Electronic Charging, Smart Money Transfer)





## Saba Oil & Gas Company

Founded in 1999 with the goal of investing in oil and gas exploration and marketing, it is currently working in Yemen Block (20) Mareb / Shabwa governorates, partnership with Occidental , Yemen Sabatain, Inc ( OXY).



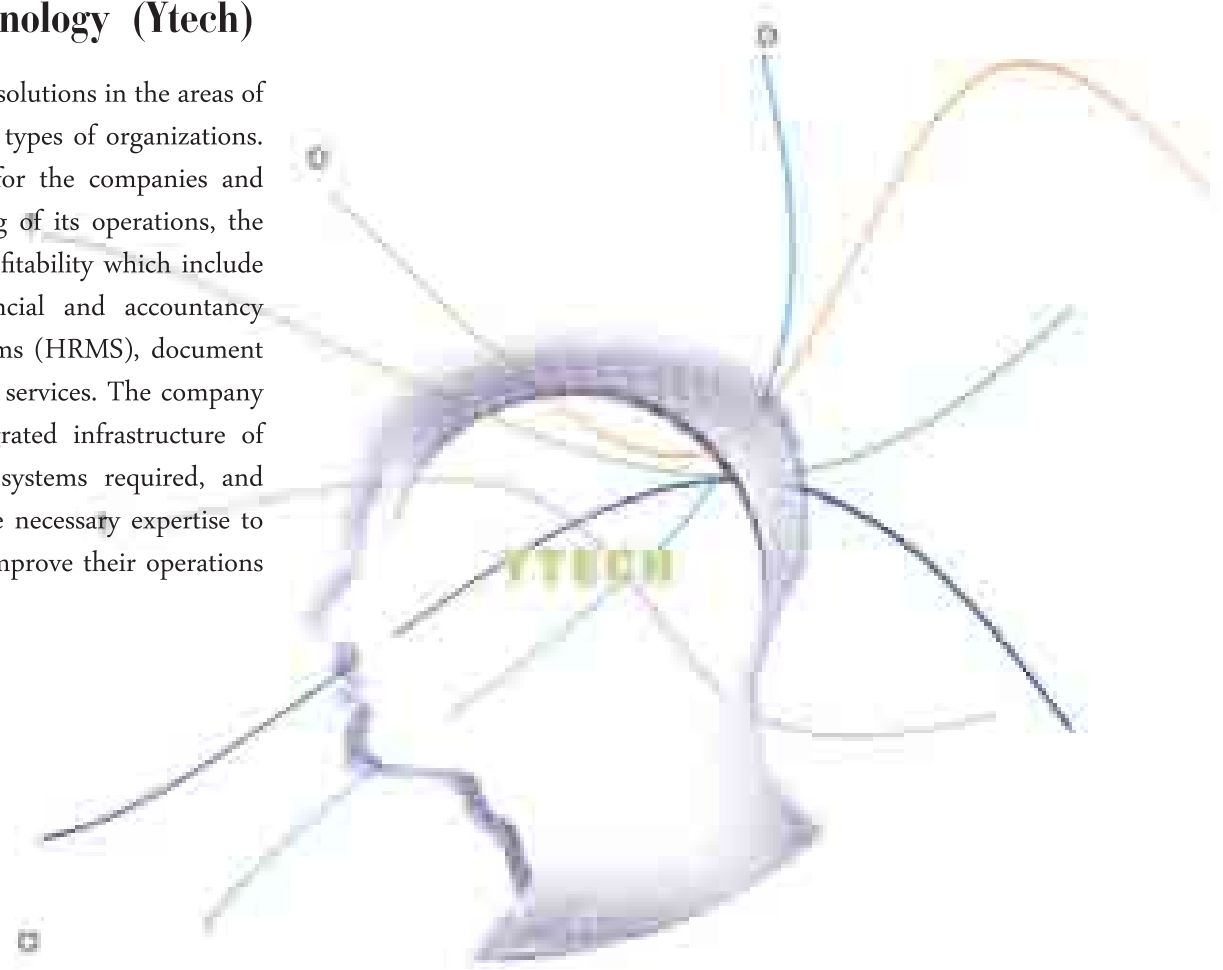
## Ocean Shipping and Transport Company

The Company operates in area of services of shipping and transportation agencies. The company has proven its wide experience that leads providing of its services efficiently.



## Yemen International Technology (Ytech)

The Company specializes in providing comprehensive solutions in the areas of technology and technical information for all different types of organizations. It provides a wide range of products and services for the companies and organizations that work on managing and organizing of its operations, the company operates to increase its productivity and profitability which include 'enterprise resource planning systems (ERP), financial and accountancy systems (FAS) , human resources management systems (HRMS), document management systems (DMS), and other products and services. The company also provides technical solutions to create an integrated infrastructure of information technology processing equipment and systems required, and technical advice as well, which extends to include the necessary expertise to build and rebuild the structures of organizations to improve their operations and increase efficiency.



## MARIB Marib Agricultural& Livestock Production

Marib for Agricultural Production & Livestock owns one of the largest farms in both Marib and Dhamar, a farm that produces various fruits marketing to all provinces across the Republic and K.S.A, in addition upbringing cattle (goats, cows, camels) and apiary.







## **Saba Airlines**

Considered the first private Yemeni airline to get all necessary licensing for air transport in locally and internationally. We strive to be a good addition to the regional airlines by providing unique, high quality services at affordable costs.