



IMPZ INK

INFORMATION. NEWS. KNOWLEDGE

FOR PRIVATE CIRCULATION ONLY ISSUE 2, JULY 2006

Message from the Executive Director

News in brief:

- > Business Breakfast launched
- > The Winter University in Dubai
- > UAE's printing industry growing by 15 to 20 %
- > www.impz.ae packs a punch



has been positive, and the general opinion is that IMPZ INK serves as a vital communications tool.

However, we believe that every communication is a two way street. Your input - comments, news and opinions - matter just as much as ours do. Write in to us regularly, and we hope to include more of your achievements in future issue.

The ongoing development at the site had a highlight in the last few weeks, as it was marked by the ground breaking ceremony of another residential complex. This launch underlines our firm belief that when complete, IMPZ will offer ample opportunities for work, life, and leisure, all in one place.

The recent launch of our Business Breakfast is designed specifically to provide you with regular site updates of this nature, as well as create a forum where members of our respective teams can exchange ideas. We intend implementing these ideas as we progress.

All our valued Business Partners are invited to attend these interactive sessions, and I hope to personally meet with most of you in the near future.

Best wishes
Hamad Huraiz

Dear Business Partners,

When we launched the first issue of IMPZ INK in April, it evoked more reactions than we expected. Apart from all of you, the newsletter was seen by international delegations; by authorities, staff and Business Partners of TECOM Investments and Dubai Holding; and also, by several visitors at our stand in IPEX, Birmingham. Overall, the feedback

Talking Picture: New Website





Business Breakfast provides food for thought

The IMPZ Business Breakfast is a new, bi-monthly event designed to offer unlimited opportunities for networking. It is a forum where members of the IMPZ team interact with Business Partners to share ideas, express views and news, and meet with representatives from the industry at large. These informal interactions are also expected to help in implementing key learnings as the project progresses.

The first edition of this event was held in May, and proved to be a huge success with everyone who attended. The next event will be held in July, and should you or your colleagues wish to participate, do let us know of your interest.



IMPZ to sponsor Heidelberg's Winter University

IMPZ will sponsor The Winter University presented by Heidelberg's Print Media Academy (PMA), in association with Dubai Knowledge Village. The sponsorship marks a close association between the two brands, and will underline IMPZ's rising role in the industry, alongside Heidelberg's renowned one.

The Winter University,

an annual highlight of PMA's international events, is organised for decision makers of the print media industry. Owners and print shop executives and managers from around the world are expected to meet for four days of intensive learning to get the latest updates in general management and technical issues. The University, now in

its fourth edition, will be held in Dubai from December 3 to 7, 2006 as full day workshops.

Industry executives with at least three years of experience in leading a print media business or heading a print department will do well to attend this prestigious event. *For more details, please visit www.print-media-academy.com*

New website, numerous opportunities

The new IMPZ website has been officially launched. The first phase features detailed information on IMPZ, its progress, partners and activities. Later, the website will go one step beyond, to open up windows of opportunity into the region. When complete, the site will feature profiles of the IMPZ team and our Business Partners, research reports, industry updates, an interactive communication forum, regional accomplishments, links to various business communities, and more.

Please visit www.impz.ae



Packaging survey weighs demand against supply

In conjunction with IMPZ, and Fairs & Exhibitions, Dubai Media City based IMES Consulting has compiled a review of the UAE packaging sector for fast moving consumer goods (FMCG). The report separately examines developments in different end-user and product sectors of the market for FMCG packaging in the UAE.

At the core of the report is an analysis of the demand

and supply sides of the market. The demand side reports on developments in the following industries – dairy, beverages, biscuits and wafers, confectionery, snacks, edible oils, household products and personal care products. On the other hand, the supply side reports on, and analyses developments in the following product groups - flexible packaging, laminated cartons for packaging liquids,

metal cans, glass containers, plastic containers, HDPE and PVC blow-moulding, PET, thermoforming closures and labels. Another part of the survey describes the commercial and industrial environment in which the packaging industry operates. This includes a review of the structure of the packaging industry in the UAE.

Key findings will be posted shortly on www.impz.ae





AT A GLANCE: INDUSTRY STATISTICS

Printing in the UAE

- The printing industry is growing 15 to 20 per cent annually.
- Its total worth is estimated to be Dhs. 8 to Dhs. 10 billion.
- There are 500 registered printing presses, and most have embarked on ambitious expansion plans.
- It is predicted that about US\$ 1 trillion worth of business will be generated by 2008.

Advertising in the UAE

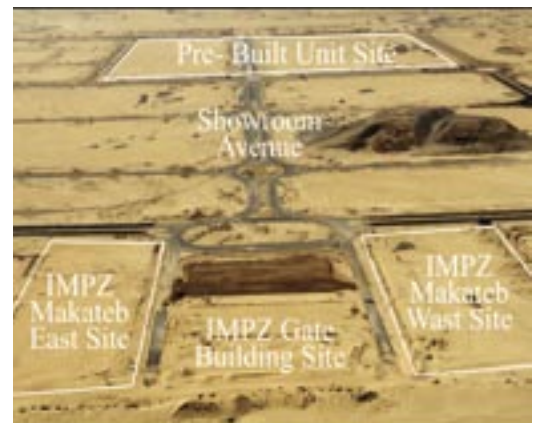
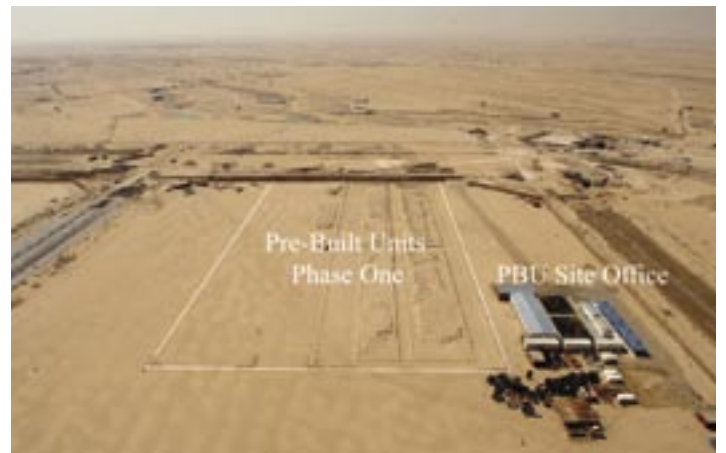
- Approximately US\$ 1 billion was spent on advertising in 2005. In 2004, this was just under US\$ 700 million.
- There are about 400 registered advertising agencies.
- 90 per cent of the advertising business is controlled by the top 20 companies.

Excerpted from a research report compiled by Shuaa Capital, courtesy www.uaeinteract.com

IMPZ Site Report: July 1, 2006

It was exactly a year ago that IMPZ embarked on its mission. July 2, 2006 marked the anniversary of infrastructure contractors Wade Adams commencing work under the supervision of Halcrow International. They are now halfway into the contract, and the project boasts a 3 per cent gain on planned schedule.

The main road stretching the length of the Free Zone has been completed and handed over to IMPZ. This includes utility lines, currently 91 per cent complete, and asphalt laying, currently 83 per cent complete. Construction of pre-engineered units is progressing, and this will be followed by the 132/11 kV sub-station, the Gate House at the entrance, four commercial buildings flanking Gate House, the Oasis Residence, and an office building stretched over two plots in the Publishing Pavilion – all of which will start construction before year end.



Damac breaks ground at The Crescent

Real estate developer Damac has launched The Crescent at IMPZ. The residential and leisure complex will be developed on three allocated plots of land at the free zone.

The Crescent will include 704 luxury studio, one-, and two-bedroom apartments

overlooking a large lake. In addition, there will be a range of restaurants, a swimming pool, a gym, and tennis and squash courts. Residents will have the added advantage of private parking spaces and 24-hour security and maintenance.

Designed to suit different

tastes, each apartment at The Crescent will be built according to the highest specifications and using the best materials. The project has been designed by New York based architectural firm, BM Design Group, and local consultants Al Gurg & Associates.





Guest column by Irfan Ahmed Farid



Print local, think global :

The global trend in print buying has become more sophisticated, print buyers are spoilt for choice, and hence, have become intelligently more demanding. At the same time, print suppliers need to continually upgrade their equipment, processes and other functions in the supply chain, in order to add value to the customer. Sequentially, to compliment the buyer's print requirements, suppliers need to create synergies to capitalise on their spare production capacity.

The printing industry in the UAE is continually being stimulated by the influx of new business and investments from international corporations looking to capitalise on the attractive business environment offered in Dubai, and at IMPZ in particular. As such, the opportunity arises for local printing companies to take advantage of this growth. The timing of the launch of IMPZ compliments the growth current growth factors in the sector. In the past two decades, the UAE printing industry has recorded robust growth at an annual rate of 8-12 per cent. The total print value in the country today is estimated at over Dhs. 2 billion with production capacity thrice that figure.

PrintPac ME Incorporated was setup by the Pirmohamed family who also own Deira Printing Press which already enjoys over 30 years of goodwill with Dubai's key print buyers. The primary purpose is to consolidate all its expertise to strategically offer a more regional focus in a more technologically friendly environment at IMPZ. Since IMPZ is a dedicated free zone to the print industry, its offerings compliment PrintPac ME's goals of reaching out regionally to service adjacent markets, thereby making economic sense. It is understood that the concept for providing a state of the art dedicated infrastructure at IMPZ is based upon the overwhelming regional growth being witnessed across all business sectors.

PrintPac ME is concentrating to coordinate closely and work with all relative business partners in order to construct a state-of-the-art facility while servicing its customers through Deira Printing Press. It is imperative to keep in mind that it is because of our customers that we could choose to be at IMPZ, and we are ever grateful for their constant support.

(The author, Irfan Ahmed Farid, is General Manager of PrintPac ME Inc. FZ LLC)

Partner update by Aldrin Fernandes



We will invest US\$ 2.5 million:

Formula 3Sixty is a subsidiary of the Concept Group, a full service marketing and media group based in Dubai Media City. It was set up to expand the boundaries of signage in the UAE by specialising in the creation of large format graphics, displays and signs that get noticed.

We will invest US\$ 2.5 million in a 60,000 square feet production unit at IMPZ. This facility will be the headquarters of Formula 3Sixty, and is expected to be operational within a year. We have already signed a 30-year lease for the IMPZ plot where the facility will be built.

This investment is a visible vote of confidence in the future of the GCC's graphics, signage and exhibition industries which were key drivers behind the creation of Formula 3sixty. Once the facility is established, we will substantially increase our scope of work to provide every aspect of signage and advertising from start to finish. We will also offer a consultancy service for all sign, design and turnkey projects all the way to manufacture.

(The author is Aldrin Fernandes, CEO of Concept Group)

Contact us at IMPZ:

Tel: (+971 4) 391 1122
Fax: (+971 4) 391 8067
Email: info@impz.ae
Website: www.impz.ae

First floor
 CNN Building
 Dubai Media City

Please write to us with your comments and suggestions to info@impz.ae