### World Eye Reports

**United Arab Emirates**

Offering state-of-the-art infrastructure and facilities with all the benefits of a free zone, The Dubai Botanic and Research Park aims to be a center of botanical research and education. It features education, training and industry support for the creation and development of biotechnology in the region.

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

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**The Jack of the Electronics Trade**

"We don’t aim to be the biggest but to be the best at what we do," says Jacky Parajli, managing director of the family-run Jacky’s Group of Companies, headquartered in Dubai.

Established in Hong Kong in 1970 as a small mail-order company, Jacky’s has grown to become one of the most celebrated brands for electronics, IT and home appliances retailing. The company has also launched its own brand of home appliances called “Vivace,” which is sold all over the Middle East and Africa. This year, Jacky’s has expanded its network thanks to the success of the group’s mail-order business. Today, it is recognized as one of the top electronics retailers in the UAE with over 100 outlets and franchise stores.

"It’s a very good combination of having this (the offices) in three places—free places, where the goods are freely available and the governments are really supporting business," says Parajli, whose business has worked with top Japanese companies like Sony, Panasonic, Toshiba, JVC, Sharp, Fujitsu, Yamaha and Canon in many global markets, including Africa. In 1984, the group made its first trip into Africa, opening a sales office in Nigeria. Today, the group has 11 retail outlets spread across Kenya, Tanzania, Nigeria, Uganda, and Egypt. "We are the exclusive distributor of Sony in Kenya. We have got a very prestigious showroom for Sony in Nairobi, which is the No. 1 showroom in the country," he emphasizes.

All present, Jacky’s has branches in Tanzania, which represents Kodak and other global brands. "We have also recently become FujiFilm’s distributor in Tanzania. The distribution network has been established. "We are the exclusive distributor of Sony in Kenya. We have got a very prestigious showroom for Sony in Nairobi, which is the No. 1 showroom in the country," he emphasizes.

Jacky Parajli, managing director of Jacky’s Electronics

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**Capturing the Gulf market**

In 1979, Michel Ayat started his career in the automobile industry working out of Kuwait. Fifteen years later, he moved to Dubai, where he took over as general manager of Arabian Automobiles Co. (AAC), the flagship operation of today’s AW Rostamani Group.

Since making that move, Ayat has witnessed the evolution of the automotive industry, which has identified four stages leading to its current position as the most vital in the Middle East.

First came the era of the mid-1960s and 1970s, when oil prices first rose, starting a business cycle of fast economic growth in the Middle East. Japan’s automakers increased market share from zero to 70 percent in the first 10 years. As a result, the industry diversified and expanded to cover more segments.

In the mid-1980s, the region faced a sharp decline in oil prices, which led to the contraction of the automotive industry. Carmakers started to focus on the segment with the highest growth potential: luxury cars.

With the advent of the 1990s, the region witnessed a significant increase in oil prices, which led to a higher disposable income among the middle class. Carmakers started to focus on the segment with the highest growth potential: luxury cars.

Since then, the region has seen a significant increase in oil prices, which has led to a higher disposable income among the middle class. Carmakers have started to focus on the segment with the highest growth potential: luxury cars.

In 2000, the Dubai market witnessed a significant increase in oil prices, which has led to a higher disposable income among the middle class. Carmakers have started to focus on the segment with the highest growth potential: luxury cars.

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In 2010, the region is expected to see a significant increase in oil prices, which has led to a higher disposable income among the middle class. Carmakers have started to focus on the segment with the highest growth potential: luxury cars.

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**The real deal in Dubai**

Dubai’s real estate market has continued to heat up with demand for real estate and investment opportunities. Amidst all the record-setting developments, retail marketing and soaring prices, not many developers have made the cut.

Diamond Investments General Manager Faris Saeed, a civil engineer by profession, set up the company together with five partners when the government of Dubai started opening a spree of freehold, leasing and free-zone areas in 2002. In the three years, less than 1 percent of the company’s clients have made the cut.

Diamond Investments General Manager Faris Saeed

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**Takuma Hatano, ambassador to the UAE**

The catalyst of economic development of the UAE could not have happened without the strengthening of its strong leadership. His Excellency Sheikh Zayed bin Sultan Al Nahyan, his prudent management of the nation’s oil reserves.

Today, His Highness Sheikh Mohamed bin Rashid Al Maktoum, the prime minister of the United Arab Emirates, continues to preserve the same kind of leadership and clear vision that has united all seven emirates.

While economic growth has been centered in Dubai, the six other emirates have been offering aggressive efforts to catch up. Aboul Chacra, the nation’s capital and largest emirate, is exploring sectors beyond oil and gas while Ras Al Khaimah, the northernmost emirate, is exploring sectors centered in Dubai, the six other emirates have been offering aggressive efforts to catch up. Aboul Chacra, the nation’s capital and largest emirate, is exploring sectors beyond oil and gas while Ras Al Khaimah, the northernmost emirate, is exploring sectors centered in Dubai.

DIAMOND INVESTMENTS

The Marina I development of Diamond Investments

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**Preserving the Nissan Z line up, vehicles that are designed and built to last no other in the road.**

The Pathul Pathinettu, X-Trail, Marans and Avenir, whatever your lifestyle, whenever you want to go, the world is waiting to be explored.
Growth with clients, whenever they may go

By the entrance of Gulf Agency Co.'s headquarters in the Jebel Ali Free Zone, visitors are greeted by a glass front door festooned with a red carpet. This is the first step towards their goal of providing a personalized service, says the CEO, Capt. Lars Silvanström.

“We have been here for five years and it is a wonderful opportunity for our company to distinguish itself from the rest. We are shady about everything, about all day, about everything,” says Silvanström.

That has helped our head office staff and the group management to be prepared for globalization even more than they have been common,” explain Silvanström.

Meanwhile, the company has grown with its clients.

There is nothing more gratifying than getting new clients you have been with for many years offering services in areas where you did not exist before,” he says.

GAC Group President Capt. Lars Silvanström

Nissan has a good plan

Living up to Nissan’s global strategy is no easy task. Under a four-pronged plan dubbed “Value-Up,” the Japanese automaker will widen its geographical presence, expand its light commercial vehicle (LCV) business, consolidate the offline tier-two market as a tier-one luxury brand and maximize its competitiveness in sales-based low-cost competitive

Within the 25 countries under Nissan Middle East FZ’s jurisdiction, which extends from the Gulf Cooperation Council (GCC), the Magna Corp., Managing Director Toru Hasegawa has focused his attention on the GCC market.

Last year, responsibility for the GCC was shifted from Dubai to a new manager. Under the new GCC plan to add countries like Libya and Iraq to its territory. We are undergoing a constraints plan to reduce costs and make it more competitive,” says the new GCC manager.

Nissan’s distributors’ sales in the UAE grew by 16 percent to 10 percent, totaling close to 40,000 vehicles by year-end. In market share terms, that expanded the company’s footprint.

According to Hasegawa, the target is to raise brand recognition in the GCC region to 20 percent.

GAC Group President Capt. Lars Silvanström

Built to last the distance

The region’s rough terrain, tough weather conditions and blistering hot temperatures create severe operating conditions for tires. Spending their time and wear and tear. To ensure safety, prompt delivery of products and cost-effectiveness in this challenging environment has boosted the demand for high-quality tires.

In the Middle East more than 50 years, Bridgestone has established a strong network of distributors and sales managers who work together to ensure Bridgestone’s products are delivered on time. In a market where quality is key, says Bridgestone President Yoji Kano.

In 2000, Bridgestone initiated its supporting initiatives by establishing a Bridgestone Training Center in the UAE.

“One of the objectives of starting such stock operators here is to facilitate our distributors in the market to spend more money on their sales activities such as setting up a retail network increasing the number of products,” says Tsuji.

Bridgestone has been able to strengthen its presence in the region over the years, with a total of 25 distributors in the GCC, including the UAE.

GAC Group President Capt. Lars Silvanström

Bangladesh builds the dream home

The Banglang Group of Companies started out in November 1990. Since then, it has expanded its operations into other businesses such as the experience of working with the Asian economic sectors from tourism to real estate.

Active in the hospitality business for over a decade, the Banglang Group forged a partnership with Canadian firm Elite Hotels in Emirates in 2002 and entered real estate in the country. Real estate in all the countries, especially in Dubai, has been one of the major pillars of the company’s business.

In 2006, the company set up its regional offices in Bangladesh, where it plans to expand its operations in the Middle East and Africa.

Bangladesh Properties Chairman Abdul Nabi Bangash, says, “We have been able to achieve our vision of being ‘at your side.’ Whether at home or at work, this Service you can depend on.

Nissan Middle East FZ Managing Director Toru Hasegawa (upper left) and the company’s regional headquarters in the Jebel Ali Free Zone (above)

GAC Group

BOSCH Service

Brother International Gulf Managing Director Yoshinari Toyu (above) and the company’s regional headquarters in the Jebel Ali Free Zone (below)

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Brother International Gulf Managing Director Yoshinari Toyu (above) and the company’s regional headquarters in the Jebel Ali Free Zone (below)


Bringing new blood to Abu Dhabi

Dr. R. B. Shetty, managing director and CEO of New Medical Centers Group, became the first Asian to receive the Order of Abu Dhabi Award for outstanding contributions to the health sector. "I am proud to say that I have been part of the foundation," he says.

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Logical logistics in a growing region

A combination of world-class know-how and local contacts are the elements that fuel the success of Hitachi Transport Systems Ltd. in the Middle East.

It started back in 1992, when HMS sent supervisors to the UAE to oversee the handling of cargo for some Japanese clients working with a partner company. Any company that has a good product and wants to come to the region, we are interested in that brand equity. After all, Hitachi products stand for quality health care not only in the UAE, but all throughout the region, says Shinya Nakahara, Hitachi Transport Systems Ltd. General Manager and Project Director.

Hitachi handles a full suite of services revolving around the logistics, and transport of all kinds of cargo and automated systems, including transportation primarily for the construction and maintenance of power plants, in conjunction with Al Mabroor. It has taken on projects ranging from power plants as well as regions, including other GCC and surrounding countries.

"We are proud because we are the leading company for this kind of project in Japan and we have been expanding our business around the world. And we see the only, Japanese transport and logistics company with an office in Abu Dhabi. So I have a big advantage living here," says Nakahara.

HMS is expanding its service to other active markets in the region, such as Dubai. Just opened a new office in the Jebel Ali Free Zone for warehousing and joint-venture logistics, and has been providing logistic services for some of the remarkable projects in the UAE, including the substation on the east coast.

"We've been here for 14 years and we have a lot of knowledge about the region and about the type of jobs done here. And of course, we have various kinds of logistics experience that we are ready to add in the region. So, we can support our clients from the very beginning to the end," Nakahara continues.

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Spreading the culture of music

Having spent 23 years of his career with Yamaha Music away from Japan, Tsukahara Yamiya is not a stranger to the region.

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