

## Amman Chamber of Commerce

**Subject:**

FW: Arab - German Yearbook Construction, Energy, Water & Consulting 2021/2022  
Mediadata-Yearbook2021.pdf; ExpressionofInterestYearBook2021.pdf;  
OrderFormYearbook2021.pdf; Anzeigenformate\_2021\_2022Yearbook.pdf;  
FactsheetRedaktion\_2021\_2022Yearbook.pdf; FactsheetCompanyPresentation\_2021\_2022Yearbook.pdf

**Attachments:**



**From:** Members | Ghorfa Arab-German Chamber of Commerce and Industry [mailto:members@ghorfa.de]

**Sent:** 11 شباط، 07:40 2021

**To:** Amman Chamber of Commerce <AmmanChamberofCommnerce@AmmanChamber.ORG.JO>

**Subject:** Arab - German Yearbook Construction, Energy, Water & Consulting 2021/2022

Besuchen Sie hier die Webversion.

Dear Mr. Dweik,

After the great success of the first ten editions of the **Arab-German Yearbook „Construction, Energy, Water and Consulting“**, the **11th edition** will be published in June 2021, right on time for the **24th Arab-German Business Forum**, taking place from June 21st to 23rd in **Berlin, Germany**.

The concept of the publication is to provide Arab ministries, chambers of commerce and industry and other multipliers and enterprises from the infrastructure, transport, energy and construction sector with an overview about reference projects of Arab-German cooperation. Achieving a circulation of **4.000 copies** the eleventh Arab-German Yearbook will be sent by post to numerous high-ranking representatives of the construction, energy and consulting sector, to the ministries and embassies. In addition, **15,000 copies will be sent digitally** to partner companies and institutions, as well as to all Arab chambers of commerce. The reach of all Arab chambers of commerce consists of around **20 million** member companies.

The focal points are **impressive construction, infrastructure, energy, water and consulting projects in the Arab World or Germany** that are planned or accomplished by German constructing companies, architects and engineers, and also in cooperation with Arab companies.

**You are cordially invited to complete the interest form and send it to us until March 8th, 2021.** Following the selection procedure, the companies will be given a time period of approximately five weeks to write an editorial article of about 8.000 to 10.000 letters.

Furthermore, companies are welcome to benefit from the valuable platform in order to increase the visibility in the Arab-German business community by placing an **advertisement or a company presentation** in this year's edition. Ghorfa members receive a 20% discount. For more information, please refer to the media data in the appendix.

**The deadline for submissions is Friday 07 May 2021 at the latest.**

You are welcome to have a look at our last edition via the following link:  
[https://ghorfa.de/wp-content/uploads/yearbook\\_2019\\_web\\_demo.pdf](https://ghorfa.de/wp-content/uploads/yearbook_2019_web_demo.pdf)

I am looking forward to hearing from you. For any inquiries please do not hesitate to

contact me or our marketing officer Ms. Nancy Ishak (phone: +49-30-278907-18, e-mail [ishak@ghorfa.de](mailto:ishak@ghorfa.de)) at any time.

With best regards

مع اطيب التحيات

Abdulaziz Al-Mikhlafi  
Generalsekretär

---

### **Ghorfa**

Arab-German Chamber of Commerce and Industry  
Garnisonkirchplatz 1  
D-10178 Berlin  
Tel.: +49-30-27 89 07-0  
Fax: +49-30-27 89 07-49  
Web: [www.ghorfa.de](http://www.ghorfa.de)

*Impressum:*  
Ghorfa Arab-German Chamber of Commerce and Industry e. V.  
Garnisonkirchplatz 1  
10178 Berlin

# Arab-German Yearbook 2021/2022

## "Construction, Energy, Water and Consulting"

### Media Data



**1. Publisher:**  
Ghorfa Arab-German Chamber  
of Commerce and Industry e.V.  
Garnisonkirchplatz 1  
10178 Berlin / Germany  
Tel. +49-30-27 89 07-0  
Fax +49-30-27 89 07-49  
E-Mail: ghorfa@ghorfa.de  
www.ghorfa.de

**2. Volume:**  
11<sup>th</sup> edition

**3. Circulation:**  
4,000 copies

**4. Language:**  
English

**5. Frequency of appearance:**  
Annual

**6. Date of Publication:**  
June 2021 (Business Forum)

**7. Closing Date for Advertisements:**  
7<sup>th</sup> May, 2021

**8. Advertisement rates:**  
All prices are plus VAT.

Size	Price in Euro
Cover page (outside)	4,000,-
Cover page (inside)	3,000,-
1 Page	2,400,-
½ Page	1,400,-
¼ Page	800,-

#### 9. Project Report rates:

Size	Price in Euro
8.000 – 10.000 characters	MG: 1.500, - NMG: 2.000, -

**10. Company presentation rates:**  
All prices are plus VAT.

Size	Price in Euro
1 Page	1,500,-

#### Discounts

**Ghorfa-Members get 20% discount.**

#### 11. Conditions of payment:

14 days after billing net.  
USt.-Ident-Nr.: DE 122273580

#### Bank details:

Deutsche Bank Berlin  
BLZ 100 700 00  
Konto-Nr. 434 951 0

IBAN DE 46100700000434951000  
BIC DEUTDEBB

#### 12. Technical details and data type:

**Advertisement material and technical data:**  
Advertisement data must be provided digitally.

**Data type:** QuarkXPress-EPS (with all fonts),  
Indesign (with all fonts) or PDF, a minimum of 300  
dpi (all fonts included, all TIFFs in CMYK). Data will  
be provided as open data. Otherwise we cannot  
guarantee correct printing.

**Format of Magazine:**  
216 mm x 276 mm

**Print-adhesive binding**

#### Print method:

Offset, Eurokala, Printing Screen 80

#### Color display

Marginal discrepancies regarding the color are caused  
in the range of tolerance of the Offset-method.

#### 13. Distribution:

The Yearbook will be distributed within Germany  
and all 22 Arab countries and will be mainly read by  
decision-makers from:

- Arab Infrastructure, Transport and Construction  
Ministries and Institutions
- Selected Arab and German companies out of the  
infrastructure, transport and construction sector
- Arab and German member companies of the  
Ghorfa
- German embassies in the Arab countries
- Arab embassies in Germany
- Chambers, associations in Germany and in the  
Arab countries
- Universities and libraries
- 15,000 digital copies will be sent to all Arab  
chambers of commerce, partner companies and  
institutions (reach of all Arab chambers of  
Commerce consists of around 20 million member  
companies)

Additionally, to the targeted distribution, further  
copies are handed out during our numerous events  
(exhibitions, trade fairs, seminars, conferences etc.)

Furthermore, the Yearbook will be published on our  
homepage and is distributed with the kind support of  
relevant associations within the sector.  
[https://ghorfa.de/de/publikationen/branchenbuecher  
/construction/](https://ghorfa.de/de/publikationen/branchenbuecher/construction/)



# Arab-German Yearbook 2021

## "Construction, Energy & Consulting"



### Company Presentation (1 page)

Language: British English

The information listed are not mandatory, however, they may serve as guidance. While giving the information please ensure that the reader can receive a detailed overview about the company by using the details delivered by you. The information and pictures provided by you will be edited by our graphic designers and be presented on not more than one page.

- **Name of the enterprise**
- **Address:** Street, postal code, city, country, phone/ fax number, email and website
- **Contact person:** The contact person does not have to be the same person as the author, but shall be contacted easily by Arab clients; please indicate occupation/ position
- **Head of Company:** CEO of the company; short curriculum vitae may be attached (max. 500 characters incl. spaces)
- **Year of Foundation**
- **Annual Turnover**
- **Employees**
- **Products**
- **Production Facilities**
- **Companies Overview**
- **Research and Development**
- **Business Activities in the Arab countries**
  
- **Description of the enterprise/ institution and enterprise/ institution services:**  
Max. 1500 characters incl. spaces
  
- **Logo:** Has to be sent separately as data in high resolution and **must not be copied** into the Word-document
  
- **Pictures:** Please send us two or three meaningful pictures with captions  
Resolution: 300 dpi, graphic presentations at least 900 dpi or better more than 1,200 dpi.

# Arab-German Yearbook

## "Construction, Energy & Consulting"



### Fact sheet: Project Report

#### General Information: How to prepare the article

- Some short introducing sentences, respectively a small "teaser" will enable readers to get a short overview of the following project report
- Subheadings can help you loosening the text and to give a more precise overview
- Articles about project reports should be written objectively. The reports listed under "Special Topics" should provide the reader with useful background information. This means in particular: **your company** name should be mentioned **at most three times** in the article. Please avoid pure PR-phrasing.
- In order to assure a simple editing process please make sure the automatic **hyphenation** (syllable division) is deactivated.
- Please do not forget to **name the author and his/ her position in the company/ institution**. As wished by many companies do we publish a **portrait photo of the author** below the article.

<b>Language:</b>	British English
<b>Length:</b>	at least 8.000 to max. 10.000 characters incl. spaces (the length of your article can be easily found via Word „Extra“- "Count Words")
<b>Pictures:</b>	4 to max. 5 pictures To achieve an excellent print quality please ensure that the pictures have at least a <b>300 dpi resolution</b> , graphic presentations at least <b>900 dpi</b> or better more than <b>1,200 dpi</b> . Underlines should be assigned to the pictures easily

#### Company's/ institution's presentation in the "List of Contributors"

For the corporate profile please deliver the following data attached to your Word-document:

- **Name of the enterprise**
- **Project title:** The headline of your report will be placed here
- **Contact person:** The contact person does not have to be the same person as the author, but shall be contacted easily by Arab clients; please indicate occupation/ position
- **Address:** Street, postal code, city, country, phone/ fax number, email and website
- **Description of the enterprise/ institution and enterprise/ institution services:** max. 400 characters incl. spaces

**Logo:** Has to be sent separately as data in high resolution and must not be copied into the Word-document

# Arab-German Yearbook 2021/2022

"Construction, Energy, Water and Consulting"



## Order Form

### Advertisement / Company Presentation

Fax-Feedback to: 030-27 89 07-49 or via email to: [ishak@ghorfa.de](mailto:ishak@ghorfa.de)

Hereby we order according to the current price list:

- ☐ an advertisement
- ☐ company presentation
- ☐ we are member of Ghorfa and receive 20% member discount

Format	Price in Euro	Please mark accordingly
Cover page outside	€ 4.000,-	
Cover page inside	€ 3.000,-	
1 Page	€ 2.400,-	
1/2 Page	€ 1.400,-	
1/4 Page	€ 800,-	

Placement requests will be considered, but cannot be guaranteed.....

Last Name, Name.....

Position .....

Company.....

Branch.....

Street.....

Postal Code, City.....

Telephone.....

Fax.....

E-Mail..... Website.....


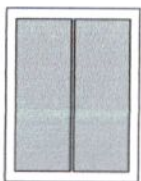



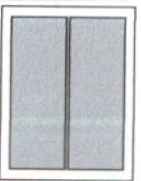
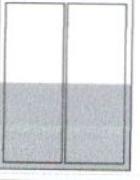
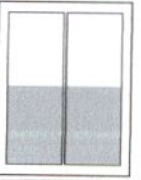

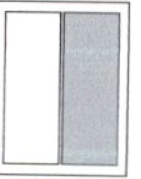

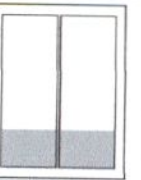

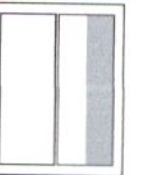
City, Date..... Signature, Stamp.....

Ghorfa Arab-German Chamber of Commerce and Industry e.V., Garrisonkirchplatz 1, D-10178 Berlin,  
Tel.: +49-30-27 89 07-0, Fax: +49-30-27 89 07-49, E-Mail: [ghorfa@ghorfa.de](mailto:ghorfa@ghorfa.de), Internet: [www.ghorfa.de](http://www.ghorfa.de)



# Anzeigenformate Branchenbücher

Advertisement size and rates:  
All prices are plus VAT (19%).

Format	Width x Height		Width x Height		Price in Euro
Cover page (outside)	210 x 270 plus 3 mm trim		173 x 240 plus 3 mm trim		4,000
Cover page (inside)	210 x 270 plus 3 mm trim		173 x 240 plus 3 mm trim		3,000
1 Page	210 x 270 plus 3 mm trim		173 x 240 plus 3 mm trim		2,400
1/2 Page (wide)	210 x 138 plus 3 mm trim		173 x 120 plus 3 mm trim		1,400
1/2 Page (high)	105 x 270 plus 3 mm trim		86,5 x 240 plus 3 mm trim		1,400
1/4 Page (wide)	210 x 69 plus 3 mm trim		173 x 60 plus 3 mm trim		800
1/4 Page (high)	52,5 x 270 plus 3 mm trim		43,25 x 240 plus 3 mm trim		800

*Ghorfa-members get 20% discount.*

# Arab-German Yearbook 2021/2022

"Construction, Energy, Water and Consulting"



## Expression of Interest

Please send your feedback to [ishak@ghorfa.de](mailto:ishak@ghorfa.de)

- ☐ I would like to contribute to the yearbook by writing an editorial article about a project in the following topic:

### Topic proposals:

- |   |  |
|---|--|
| <input type="checkbox"/> Urban Energy Efficiency                                | <input type="checkbox"/> Urban Healthcare Facilities     |
| <input type="checkbox"/> Urban Transport & Logistics                            | <input type="checkbox"/> Planning Urban Security         |
| <input type="checkbox"/> Urban Water Management                                 | <input type="checkbox"/> Urban Building and Public Space |
| <input type="checkbox"/> Digital Trends / Digital Transformation                |  |
| <input type="checkbox"/> Renewable & Conventional Energy                        |  |
| <input type="checkbox"/> Water, Desalination and Irrigation                     |  |
| <input type="checkbox"/> Special topics <input type="checkbox"/> Your proposal: |  |

---

---

---

- ☐ I am interested in presenting my company and services in the section company presentation.
- ☐ I am interested in placing an advertisement

Surname, Name: \_\_\_\_\_

Enterprise: \_\_\_\_\_

Street: \_\_\_\_\_

Postal Code, City: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Homepage: \_\_\_\_\_

### More information:

Nancy Ishak, Marketing/ Business Development  
Tel.: +49-30-27 89 07-18, E-Mail: [ishak@ghorfa.de](mailto:ishak@ghorfa.de)