



PRESS RELEASE

For immediate release

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UDC further enhances its Public Speaking Skills

UDC has reaffirmed its commitment to develop its communications skills by hosting a seminar on Public Speaking and Media Appearances

July 17, 2007 Doha, Qatar: As part of its continuous efforts to retain its position as one of the leading developers in the region, and realizing the importance of effective public speaking and communications in today's media-centric world, United Development Company (UDC) hosted a seminar on public speaking and communications skills for its management staff.

The seminar was conducted by Dr. Gary Genard, Founder and President of Public Speaking International, a leading communications firm dedicated to providing public and private sector clients with custom-designed training in public speaking and communications skills.

Dr. Genard is also a Professor of Public Speaking and Media Training at Tuft University's Fletcher School of Law and Diplomacy, and a Professor of Management Communication at Simmons College. He is the author of the book: *How to Give a Speech*.

The core focus of the seminar was to acquire and develop essential communication skills, and to improve the ability to deliver speeches with clarity and persuasiveness. The seminar also focused on how to develop effective media appearance: strategies and tactics for media interviews and press conferences.

"UDC executives are among the most qualified professionals in the region within their respective fields, and this training will add to their expertise and

ability to communicate what they are doing with a global audience," said Dr. Genard.

"I am very proud to work with professionals of such caliber, and I am extremely anxious to see how this training will contribute to the exceptional growth of UDC and all its fields of operation," he added.

The seminar included both principles and techniques of effective communication and gave the leadership team at UDC a videotaped practice in public speaking, talks, presentations and media interviews.

Describing the importance of this workshop, Elie Jubran, Director of Communications & Marketing at UDC said: "The contemporary world depends on global communications, and being able to deliver confident and authentic messages to our clients and shareholders is key to our success. UDC is rapidly developing and this kind of knowledge will help us retain the invaluable trust of our clients and reach out to all our investors around the globe with clarity and dependability".

During the three-day hands-on training, Dr. Genard turned this seminar into a practical workshop on communications and media appearance. The attendees expressed their enthusiasm for the valuable knowledge they acquired and their appreciation for the generous efforts of UDC to further develop their skills in many fields.

"The seminar adds to the employees' analytical, managerial and communication capabilities and seeks to develop a strategic perspective, an awareness of the critical role of communications in organizational success," said Jubran.

"As part of communication art, public speaking and media training are crucial to our skill set and thus to our human capital. Being a worldwide expert, Dr. Genard added, in his own way, a global touch to our enhanced communication skills," said Hisham Chahine, Assistant Director of Human Resources at UDC.

"We are pleased to having Dr. Genard with us and we look forward for upcoming development activities that we are setting forth to have in the near future," he added.

United Development Company is one of the leading public shareholding companies in Qatar and is the owner and developer of the multi-billion dollar man-made island, The Pearl-Qatar. The Pearl-Qatar is one of the region's largest real estate developments, and the first to guarantee 100% foreign ownership of the actual freehold.

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ABOUT UNITED DEVELOPMENT COMPANY (UDC)

United Development Company (UDC) is one of the country's leading public shareholding companies. UDC's mission is to identify and invest in long-term projects contributing to Qatar's growth and providing good shareholder value. The company was established in 1999 and has an authorized share capital of QR 1.072 billion (US \$294 million), was listed on the Doha Securities Market in June 2003, and is a Gulf Business Top 100 company.

UDC's target areas of interest include: infrastructure, energy-intensive industries, downstream hydrocarbons, real estate, construction and environment-related businesses. UDC established the Qatar Dredging Company (QDC), a joint venture with the State of Qatar and Belgium's Dredging, Environmental & Marine Engineering NV, and formed Qatar Cool, a district cooling company, in partnership with Tabreed of the United Arab Emirates. UDC also partnered with Seef Limited, a joint venture with Qatar Petroleum, to develop a plant to produce linear alkyl benzene (LAB), which is the main feedstock for detergent manufacture. The plant started operations in 2006 with a production capacity of 100,000 tons a year. UDC has also invested in the Gulf Formaldehyde Company as a joint venture partner with Qatar Fertiliser Company (QAFCO) and other Qatari investors. Operations began in 2004.

In November 2005, United Development Company entered into a new joint venture with BESIX NV of Belgium to establish a ready-mix concrete facility, with shareholding split between UDC (32%) and BESIX NV (49%). The remaining shares were acquired by local Qatari investors. Production began in June 2006. On May 31, 2006 UDC entered into a partnership with a Turkish biological wastewater treatment company (Millenya Inc.). Under the terms of this partnership, UDC acquired 60% of Millenya's equity.

United Development Company's latest business partnership was signed on November 28, 2006 when the company concluded a joint venture agreement with Spain's Ronautica S.A. The agreement will see the establishment of Ronautica-Middle East, a Marina Operations and Management Company. UDC will hold a 60 percent stake while Ronautica S.A. will hold the remaining 40 percent in the new firm.

UDC's founders, who at launch held 45% of the shares, are among Qatar's most successful investors and developers. A large number of Qatari and GCC investors are shareholders in UDC.