



TARWEEJ  
International Media

**Innovation Doesn't Have To Be Complicated**



## LUXURY EMBOSSE

Success is everyone's goal in life. It starts from the moment a baby is born, their first scream announcing their arrival into the world, and their willingness to face it. Success makes an impact on the memory of others that lasts after its departure.

Tarweej has become synonymous with success, something it has embodied since the moment of its establishment more than 15 years ago. A dream born into a reality that is powerful, successful, and lasting. I feel pride in Tarweej that does not only stem from Tarweej's ability to navigate the stormy waves of the market, stay resilient, and overcome all obstacles it has encountered throughout these turbulent times that have passed over the world's business markets. My pride in Tarweej stems not only from its ability to always meet its goals – rather, my biggest pride is in my dear staff, who have worked since the moment of this company's conception, contributing to its structure and journey to success. Whether they continue to work at Tarweej or have since departed, I thank them all for playing a part in Tarweej's repeated successes, boosting its ability to pass through market fluctuations, and continuing to show that they always become the focus of outstanding admiration and trust of our valued clients.

For me it has been a great honor to manage this company and this wonderful team, and Tarweej has offered the chance for me to get to know wonderful individuals during this difficult but beautiful journey.

It is true that they are usually referred to as "clients," but I consider each and every one of them a partner who has helped in building Tarweej and continuing its success and evolution. Moreover, I consider them the greatest of friends whom I am proud to have met, whether on a personal or business terms.

Our promise from Tarweej is to remain insistent on success, excellence, and innovation, not only in the pursuit of success and excellence, but in carrying upon our shoulders a trusted fidelity that our customers, as friends, place in Tarweej and me personally.

Shadi Adel Al Khash  
Founder / Director General

## DG Message

# Introduction

Luxury Creativity Uniqueness Accuracy Efficiency

These values are deeply inherited into every piece of work we do. Since its establishment in 2003, Tarweej International Media has been known for promoting outstanding standards in its advertisement means. This is all due to God's assistance primarily, and to the immense efforts of our team members.

We support our work with outstanding due diligence and perseverance to remain committed to our principles. Within the past years, we have achieved leadership and superiority in various fields; hence we possess the accolades to be listed among the top companies of our industry. Briefly, we provide all types of media solutions.

We have given considerable attention in selecting and recruiting our team in order to attain our clients' ultimate satisfaction, trust, and consensus.

Hereby, we are pleased to introduce you to our services, and few major projects.

## Mission

To remain as the market's number one luxury embosser and establish a professional system to support our team members so that they provide exceptional services to our clients.

## Vision

To expand the scope of our services and reach of our company by continuing to drive innovation and quality in our industry and to offer state of the art Solutions that will re-shape the production and marketing concepts of the market.

## Our Values

As a dynamic and internationally expanding team, we will not compromise nor take a risk on the core values that define our image and shape what we do.

# Our Clients

- Ministry of Foreign Affairs & International Cooperation
- Khalifa International Award for Date Palm and Agricultural Innovation
- Abu Dhabi Sports Council
- Emirates Center for Strategic Studies and Research
- Ministry of Presidential Affairs
- Ministry of Human Resources & Emiratisation
- Department of Finance
- Crown Prince Court
- GHQ - Deputy Supreme Commander of the Armed Forces
- GHQ - Directorate of Morale Guidance
- Abu Dhabi Global Market
- Abu Dhabi Airports Company
- General Secretariat of the Executive Council
- Ministry of Cabinet Affairs & The Future
- Ministry of Defence
- Ministry of Energy
- State Audit Institution
- Abu Dhabi Chamber of Commerce and Industry
- Ministry of Interior
- Protocol Department - Dubai
- National Archives
- Abu Dhabi Accountability Authority
- National Search and Rescue Center
- Federal Competitiveness and Statistics Authority
- Federal National Council
- Statistic Center Abu Dhabi
- Abu Dhabi National Insurance Company
- Regulation and Supervision Bureau
- Abu Dhabi Company for Onshore Petroleum Operation Ltd.
- H.H. Sheikh Hamed Bin Zayed Al Nahyan

- H.H. Sheikha Fatima Bint Mubarak
- Court of H.H. Sheikh Hamdan Al Nahyan
- The Petroleum Institute
- Abu Dhabi University
- Human Resources Authority
- Federal Authority for Nuclear Regulation
- Ras al Khaimah Municipality
- Abu Dhabi Music and Arts Foundation
- RAK Chamber of Commerce and Industry
- RAK Department of Economic Development
- Abu Dhabi Gas Industries Ltd.
- Environmental Agency - Abu Dhabi
- Abu Dhabi Judicial Department
- National Rehabilitation Center
- Abu Dhabi Police Officers Club
- Department of Municipal Affairs and Transport
- Federal Authority for Government Human Resources
- Ministry of Finance
- Ministry of Community Development
- General Pension and Social Security Authority
- Ministry of Climate Change & Environment
- Abu Dhabi Education Council
- Abu Dhabi Fund for Development
- Department of Economic Development
- Abu Dhabi Distribution Company
- Abu Dhabi Tourism and Culture Authority
- Abu Dhabi Media Company
- Retired Military Personnel Association
- Ministry of Education
- Ministry of Justice

- Protocol Department of Ras Al Khaimah
- The Zayed Bin Sultan Al Nahyan Charitable & Humanitarian Foundation
- Emirates Heritage Club
- Ministry of Culture & Knowledge Development
- Ministry of International Cooperation and Development
- Ministry of Economy
- Telecommunications Regulatory Authority
- Abu Dhabi Investment Authority
- General Women's Union
- Presidential Flight
- Abu Dhabi National Exhibition Company
- Abu Dhabi National Oil Company
- Abu Dhabi System & Information Centre
- National Media Council
- The Supreme Council for National Security
- Ministry of Higher Education & Scientific Research
- Department of Municipal Affairs
- Abu Dhabi Holding Company
- Federal Electricity & Water Authority
- Department of Transport
- National Consultative Council
- General Authority of Islamic Affairs & Endowments
- Dubai Health Authority
- Government of Dubai - The Executive Council
- Embassy of the Federal Republic of Germany
- Baniyas Sports and Cultural Club
- National Bank of Abu Dhabi
- Hilton Abu Dhabi Hotels
- Manazel Real - Estate







Be unique...

## Tarweej Group Department

### Tarweej International Media

#### 1- Conference Management

- Conference Plan
- Event Solution
- Event Media Plan
- Conference Decoration
- Event Identity Theme
- Conference Technical Equipment
- Stages
- Lighting and Sound System
- LED Screens & Projector
- Live Streaming
- Video and Audio Recording
- Exhibition Stands
- Live Translation
- Registration System

#### 2- Media Solution

- Creative Innovation Concepts
- Photo and Video
- Media plan
- Marketing
- Public Relation

#### 3- Advertising

- Offset Printing
- Digital Printing
- Laser Printing
- Gift Items
- Leather Items

### Tarweej Management

- Events Management
- Concerts
- Live Entertainment
- Animation
- Documentary
- Cultural Shows
- Music Production
- Orchestra

### Tarweej Interior Design

- Architecture
- Flooring Resin Arts
- Decoration
- Free Hand Drawing
- Decorative Painting
- Wooden Cladding Work

### Tarweej Production

- CNC Center
- Protocol Equipment
- Flag and Flagpole
- Laser Cutting Machine
- CNC Router Cutting Machine
- 3 Dimensions Engraving Machines
- 4 Dimensions Engraving Machines
- Metal Works

- Print Center
- Flag Print Machine
- Indoor / Outdoor Print
- Indoor / Outdoor Signage's
- UV Print
- Embossing Print Machine

# Conference Management...

## What We do

Conference Planning

Event Solutions

Event Media Planning

Conference Decoration

Event Identity Themes

## Conference Organizing

Organizing successful conferences is considered one of our company's competitive advantages due to our long successful track since our establishment in the field of conference management and production.

At Tarweej International Media, we transform your conference into an inspiring experience by adding the appropriate vision and flair. We provide a comprehensive conference management service, from vision setting and concept development to ensure that every last detail is perfect on that day.

At Tarweej International Media, we cover a variety of conference solutions including:

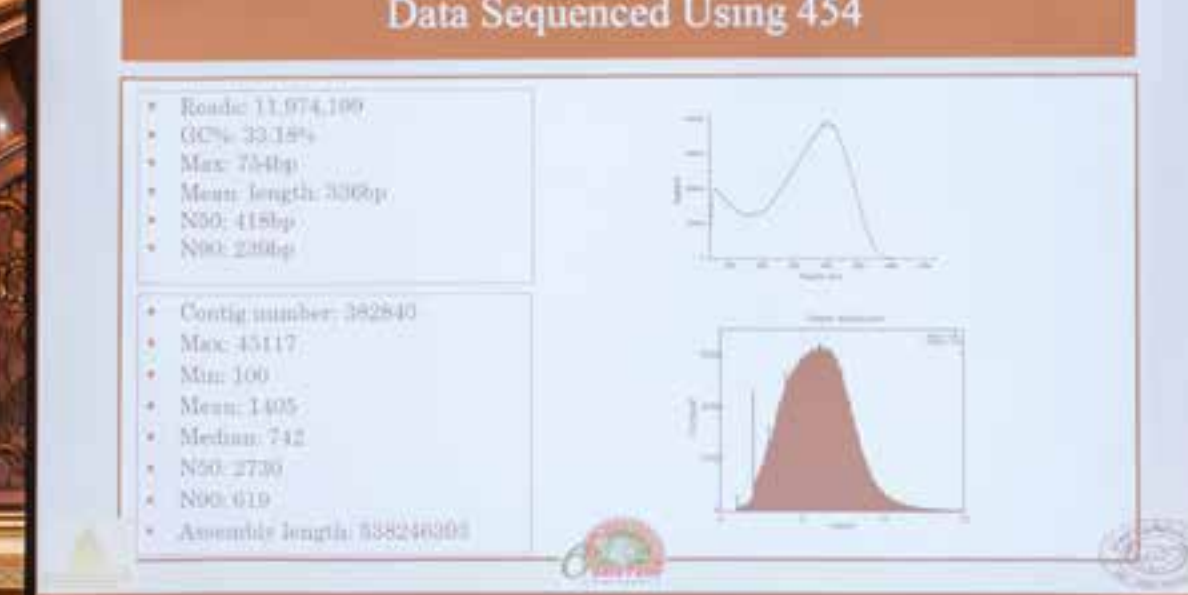
- Government Conferences
- Academic Conferences
- Business Conferences
- PR and News Conferences Trade Conferences

## Conference Equipment

Some of the most important conferences that Tarweej has had the honor to arrange and set up were:

- 2016 Awards Eighth Session – (Khalifa International Date Palm Award and Agricultural Innovation)
- Global Music Ensemble at the OlimpiaTheater In Paris, France 2016 – (Abu Dhabi Music and Arts Festival)
- Wellness Program 2016 – (Ministry of Foreign Affairs)
- INTOSAI for Sustainable Development and Gala Dinner 2015 – (State Audit Institution)
- National Event Day 2015 – (Abu Dhabi Chamber of Commerce and Industry)
- International Photography Competition Seventh Session 2015 – (Khalifa International Date Palm Award)
- Workshop 2015 – (General Secretariat of the Executive Council)
- Agenda of the UAE – Russia 5th Joint Committee between the United Arab Emirates and the Federation of Russia 25th – 27th November
- 2015 Abu Dhabi 2015 – (Ministry of Foreign Affairs)
- The Fifth Meeting of the Economic Policy Dialogue between the UAE and USA 2014 – (Ministry of Foreign Affairs)
- Executive Committee Meeting of International Framework for Cooperation in the Field of Nuclear Energy 2013 – (Ministry of Foreign Affairs)
- The Third Session of UAE – Australia Consulate Joint Committee Meeting 2013 – (Ministry of Foreign Affairs)
- The Preparatory meeting for the Conference of Donors and Investment for the Development of Guinea 2013 – (Ministry of Foreign Affairs)
- Preparatory Meeting of Senior Official from Asian receiving and sending countries Abu Dhabi Dialogue 2012 – (Ministry of Labour)
- GCTF Global Counterterrorism Forum 2012 – (Ministry of Foreign Affairs)
- 28th Session of the Council of Ministers of Labor of the Gulf Cooperation Council (GCC) 2011 – (Ministry of Labour)
- 39th National Day 2009 – (Western Region Municipality)
- Gulf Forum on Temporary Contractual Labour Abu Dhabi 2008 – (Ministry of Labour)
- Conference and Meetings of the Arab Women Organization 2008-2007 – (Court of H.H. Sheikha Fatima Bin Mubarak)
- Meeting of the Petroleum Exporting Countries (OPEC) in 2007 – (Ministry of Energy & ADNOC)
- Economic and Social Council Meetings for Arab Economic Minister of the League of Arab States in 2006 – (Ministry of Foreign Affairs)
- Conference of the Gulf Cooperation Council Summit in 2005 – (Ministry of Presidential Affairs)









دائرة المالية  
DEPARTMENT OF FINANCE









جائزة خليفة الدولية للتغذية والإشكارات الزراعية  
KHALIFA INTERNATIONAL AWARD FOR DATE PALM  
AND AGRICULTURAL INNOVATION











GCTF  
GLOBAL COUNTERTERRORISM FORUM



GCTF  
GLOBAL COUNTERTERRORISM FORUM



وزارة الخارجية  
MINISTRY OF FOREIGN AFFAIRS

# المنتدى العالمي لمكافحة الإرهاب الاجتماع الوزاري الثالث Global Counterterrorism Forum Third Ministerial Meeting

14 December 2012 - Abu Dhabi - UAE

١٤ ديسمبر ٢٠١٢ - أبوظبي - الإمارات العربية المتحدة







GCTF

GLOBAL COUNTERTERRORISM FORUM















146<sup>th</sup> Conference  
Abu Dhabi - UAE 5<sup>th</sup> Dec 2007









UNITED ARAB EMIRATES  
MINISTRY OF FOREIGN AFFAIRS  
الإمارات العربية المتحدة  
وزارة الخارجية



حفل استقبال مجلس الأعمال الإماراتي الكندي  
Canada-UAE Business Council Reception

Thursday 13 November 2014











غرفة أبوظبي  
ABU DHABI CHAMBER











# Stage



## What We do

## Stage and Backdrop

Sketch the layout to get pre-approval

Design 3D files to get the final approval

Create the design using AutoCad

Send the details to the workshop

Cut the materials

Assemble the hardware

Polish and final paint

Wrap all the parts with protective materials

Store the parts

Send them to the site

Installation

Apply the finishing touches











# PROTOCOL EQUIPMENT





## Royal Equipment

Tarweej International Media has had the honor to create the platform for presidential receptions implemented for H.H. Shiek Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of the U.A.E, Ruler of Dubai.

This project was executed starting from the initial stages of the idea to the design and wrapping up with manufacturing all the technical, mechanical and electronic aspects.

This resulted into an exquisite masterpiece of the most beautiful presidential reception platform worldwide, containing the most magnificent and accurate details.

This section also contains designing and manufacturing all works of reception and protocol equipment with all their needs, either woodworks or metallic works or even other materials such as podiums, photography stands, presidential crossings and preparing rooms for receptions and events in addition to many services that can meet our client's requirements.



محمد بن راشد آل مكتوم

نائب رئيس الدولة  
رئيس مجلس الوزراء  
حامي دبي



## Poles and Flags

Being the owner of a sewing and knitting factory, Tarweej has the means to provide its clients with all their needs, such as producing flags for all kinds of uses, made of the finest fabrics, in addition to designing and manufacturing poles. Indeed our flags and poles are made to a high standard using only the best quality materials giving us a clear advantage over our competitors ensuring that we continue to provide the most durable and beautifully finished flags and poles in the country.













# FESTIVAL & EXHIBITION







**SUMMER  
FESTIVAL**



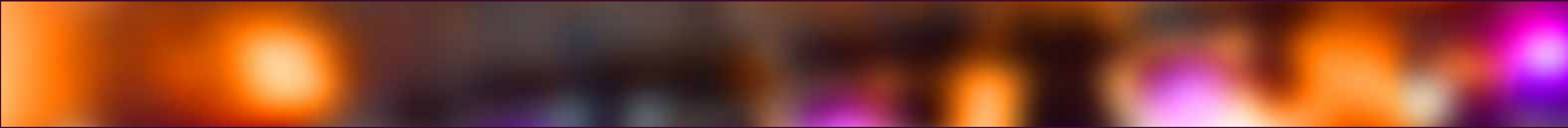








# Light & Sound System



## What We do

Tarweej International Media possesses the necessary means that make it one of the most important companies in the field of advertising with high quality lighting and sound systems.

This quality is achieved by using the highest quality sound and lighting equipment that suit the needs of any occasion. Moreover, it makes every event more memorable and successful.



## Screens (LED & Projector)

Screens (LED & Projector)

Starting from 2.8 mm





## Video Production

Photo and Video

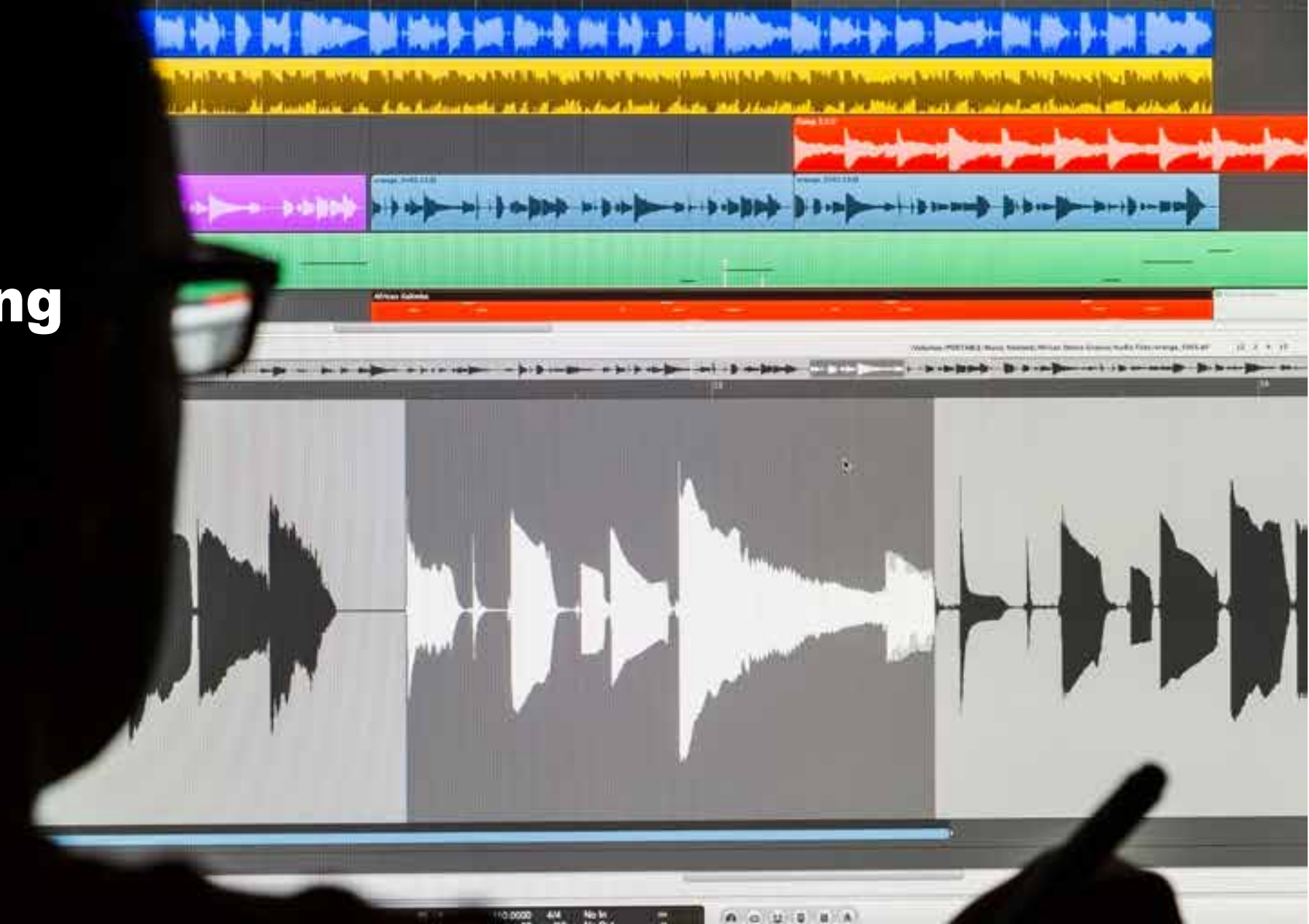
Tarweej International Media services extend to advertising with high definition technology in photography and videography. We have the experience you need to make your event memories special and unique.

Our Photo and Video Production services cover:

- Live video shooting broadcasting
- Professional photographers
- 3D animation and Documentary videos
- Video editing and montage
- Live interviews



## Sound Editing





## Live Translation

Tarweej International Media offers the following services:

- Translation Systems
- Translators - all languages
- Wireless Headsets
- Translation Booths





## What We do

### Creative Artwork & Concept Designs

The creative department of Tarweej International Media is responsible for developing the ideas, images, and words that make up commercials, and ads. Indeed, this department is composed by a group of professional and talented senior designers who have creativity, imagination, good art and design skills, a good eye for details, the ability to work under pressure and strict deadlines as well as good business sense and awareness of budgets.

Thereby, the result of their work is designing creative concepts that gives our customers a unique trade mark, original design and color that reflect their work's nature and values.





# Media Campaign (ATL & BTL)

The media department of Tarweej is responsible for placing the advertising where it will reach the right people at the right time and in the right place and this is by using two types of techniques and strategies:

ATL: Tarweej International Media uses above the line technique where mass media is used to promote brands and reach out to the target audience. These include conventional media as we know it, television and radio.

BTL: Tarweej International Media provides below the line solutions including distribution of pamphlets, handbills, stickers, promotions, brochures, banners and placards. Additional solutions we provide includes product demos and samplings at busy places like malls and market places or residential complexes.





# Advertising



## Public Relation

## What is public relations for a business?

Public relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation (or individual) and its (or their) publics. It's the key to effective communication in all sectors of business, government, academic and not-for-profit.

A public relations campaign is a series of activities that are planned in advance and relate to a specific goal. This contrasts with other areas of PR, such as general ongoing publicity tactics, paid advertising, and reacting to events.





## Printing:

Since a photo is a mirror that reflects our uniqueness, it receives a special treatment from Tarweej. To live up to our client's standards, we established our own printing house containing the latest modern printing machines which can produce the best in both prints and pictures in the widest fields.

## Examples of what we offer:

Royal, luxurious and commercial printings. Also Corporate Identity Items which contain all companies establishments needs such as (Letterhead, Cards, Envelopes and etc...) as well as: magazines, catalogs, brochures and books.

Our deeds live up to our words. All prints are done with proficiency standards.







## Gift Items..

Gifts have special meanings in all occasions. Therefore, Tarweej International Media has given a special attention to this field. We have a team of young, energetic people who are interested in your requirements, and can easily match your demand which will ensure by getting the kind of personalized gift that will be ideal for your advertising campaign, seminar or event, such as:

Luxurious gift sets made of metal plated with gold, silver and chrome.  
Luxurious office sets pens, calculators, key chains, clocks and watches, caps, t-shirts, uniforms and etc...

A comprehensive and innovative pieces of art print crystal with external engraving and laser.

Promotional gift items.

Customized corporate gift item sets.





Make Your Choice Now..

# Leather Work

Leather industry, first of all, depends on the accuracy of the manufacturing and the charm of design. This concept is what has made us one of the companies that are sought by the seekers of luxurious industry.

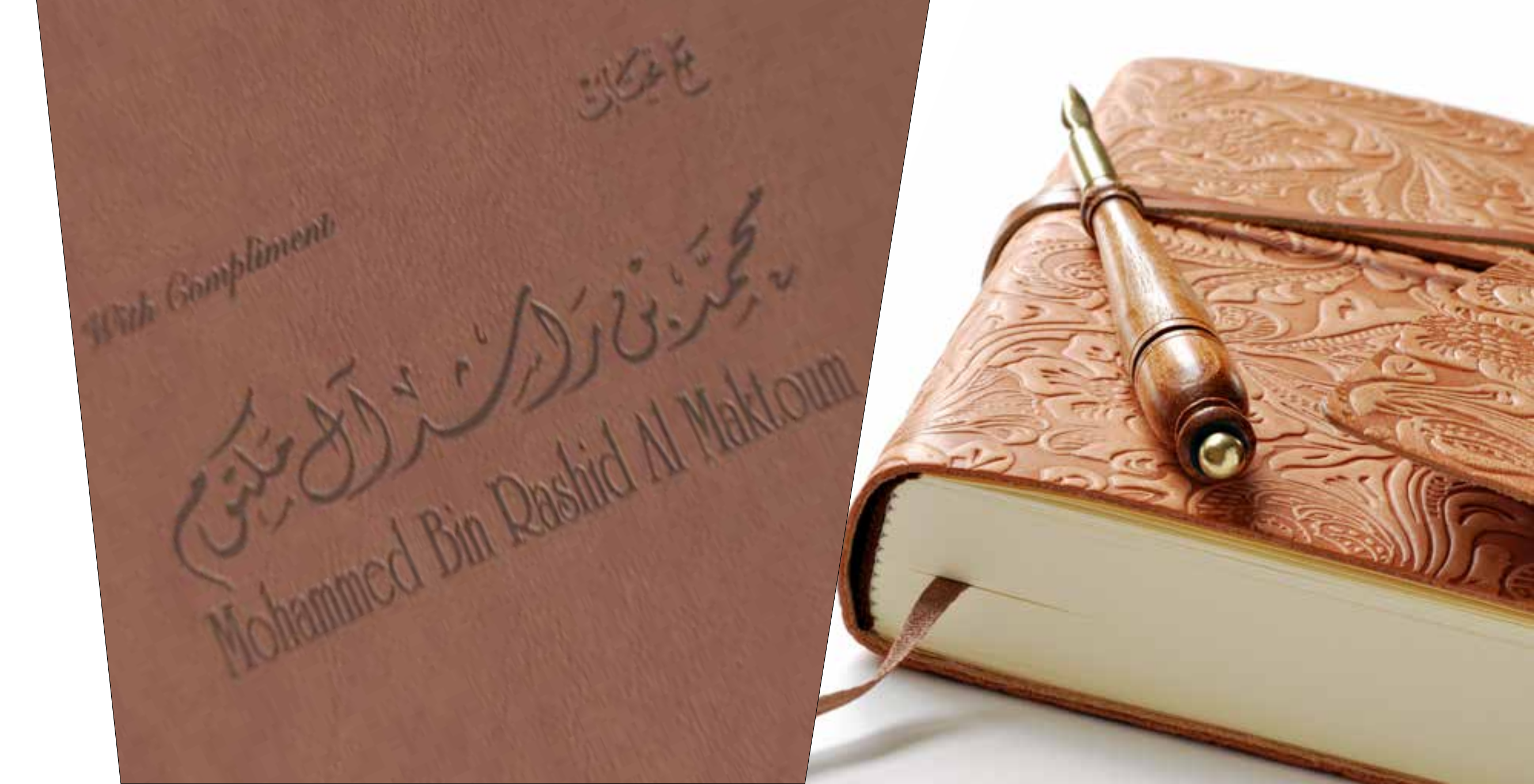
Our work in this field includes the main design of the product and its manufacturing, which results in luxurious leather folders, leather boxes luxurious diaries and signature books ending with all multiple choices of what could be made of leather.





## Luxury Leather Items

Leather items are a product that Tarweej International Media is engaged to. Leather is a durable and flexible material created by tanning animal rawhide and skin, often cattle hide. It can be produced at manufacturing scales ranging from cottage industry to heavy industry. It is produced in a wide variety of types and styles, decorated by a wide range of techniques. We provide our clients with different leather items to be use in conferences, meetings, and other private events.





# Tarweej Management

## Event Management

Event management is the coordination, running and planning of all the people, teams and features that come together to create every kind of event. The success of every event that we organize depends on every team and every team member doing their job to a high standard, as well as flexibility and a commitment to good cross team communication. A company endowed by a strong leadership to be at its best negotiations between clients, suppliers, company or venue staff requires flexibility, quick thinking, buckets of initiative and exceptional decision making. A particular ability to spot good compromises and know what is essential to the success of the event marks out an excellent event team leader.





# Documentary Films

## Documentary Production:

Tarweej Culture & Arts is characterized by the development of the main documentary camera shot, writing the script, filming scenes, collecting information and documents ideas, Managing and conducting interviews and graphic editing until the output is at its fullest.





# **WELCOME** **To a CREATIVE WORLD...**

•Luxury   •Creativity   •Uniqueness   •Accuracy   •Efficiency





# TARWEEJ

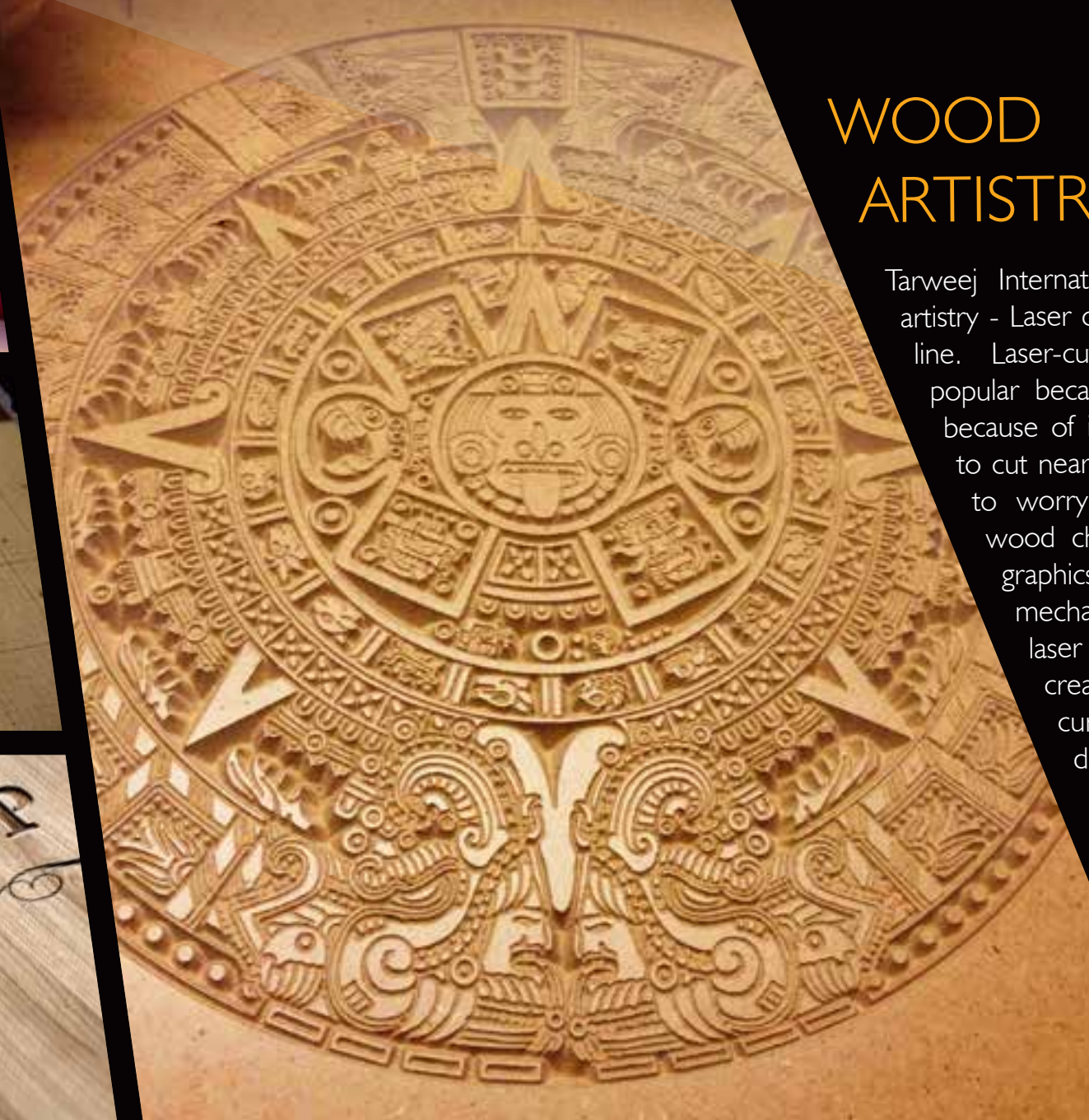
## PRODUCTION CENTER

Tarweej International Media has the ability to design and create a wide array of attractive indoor and outdoor signs to maximize visibility. Our products include:

- 3D Chrome SS Signage's
- Banner
- Real Estate Sign
- Yard Sign
- Metal Sign
- Wooden Sign
- Plastic Signage
- Poster
- Dimensional Signage
- CNC 4D Rotary Machine
- CNC 3D Milling Machine
- CNC Laser Machine
- Digital Printing Services
- Full Wood Production and Painting Services
- Full Steel, Metal and Stainless Steel Production
- Foam Production and Decoration
- Indoor and Outdoor Banner and Sticker Production
- Indoor and Outdoor Signage's
- Production Machines and Services







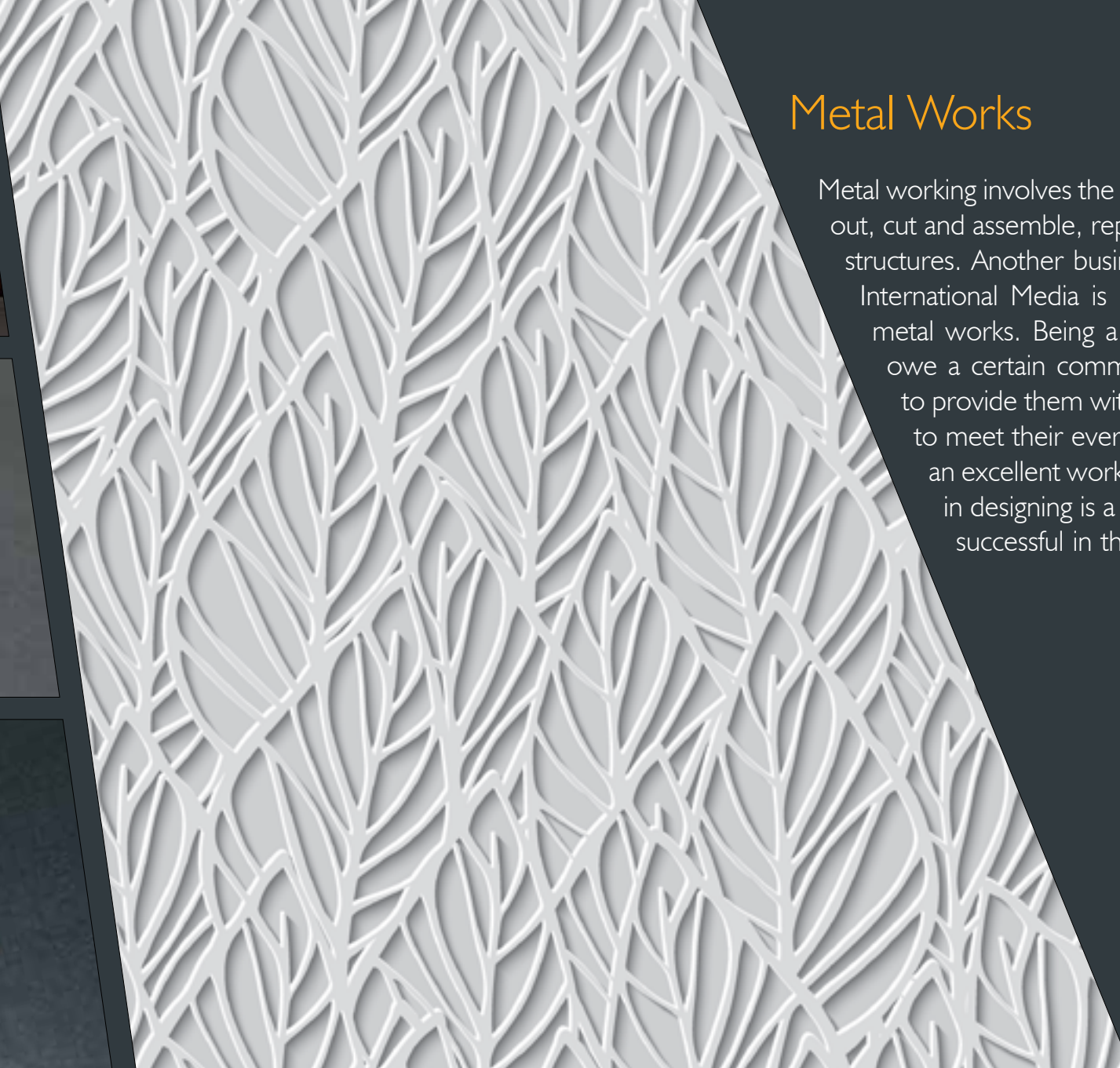
## WOOD ARTISTRY

Tarweej International is engaged in wood artistry - Laser cutting is one in our business line. Laser-cutting wood has become popular because of its novelty and also because of its versatility. It can be used to cut near-perfect lines without having to worry about sawdust and flying wood chips. It makes lettering and graphics much easier than with the mechanical alternatives. With a laser wood-cutter, a craftsman can create tighter corners, smoother curves, and intricate cut-out designs.

Also, because the laser wood-cutting machine doesn't actually come into direct contact with the wood, the gradual wear and tear one comes to expect with saws and knives is no longer a concern. However, as a company involved in the world of woodworking, being able to laser cut wood opens up exciting avenues that were not available with older technologies. Within it, we can start manufacturing personalized, custom, and professional wood pieces, from toy models to ornate book covers to hanging wall art. With the help of the precision laser-cutting process, many different types of materials can be crafted into new shapes and sizes.





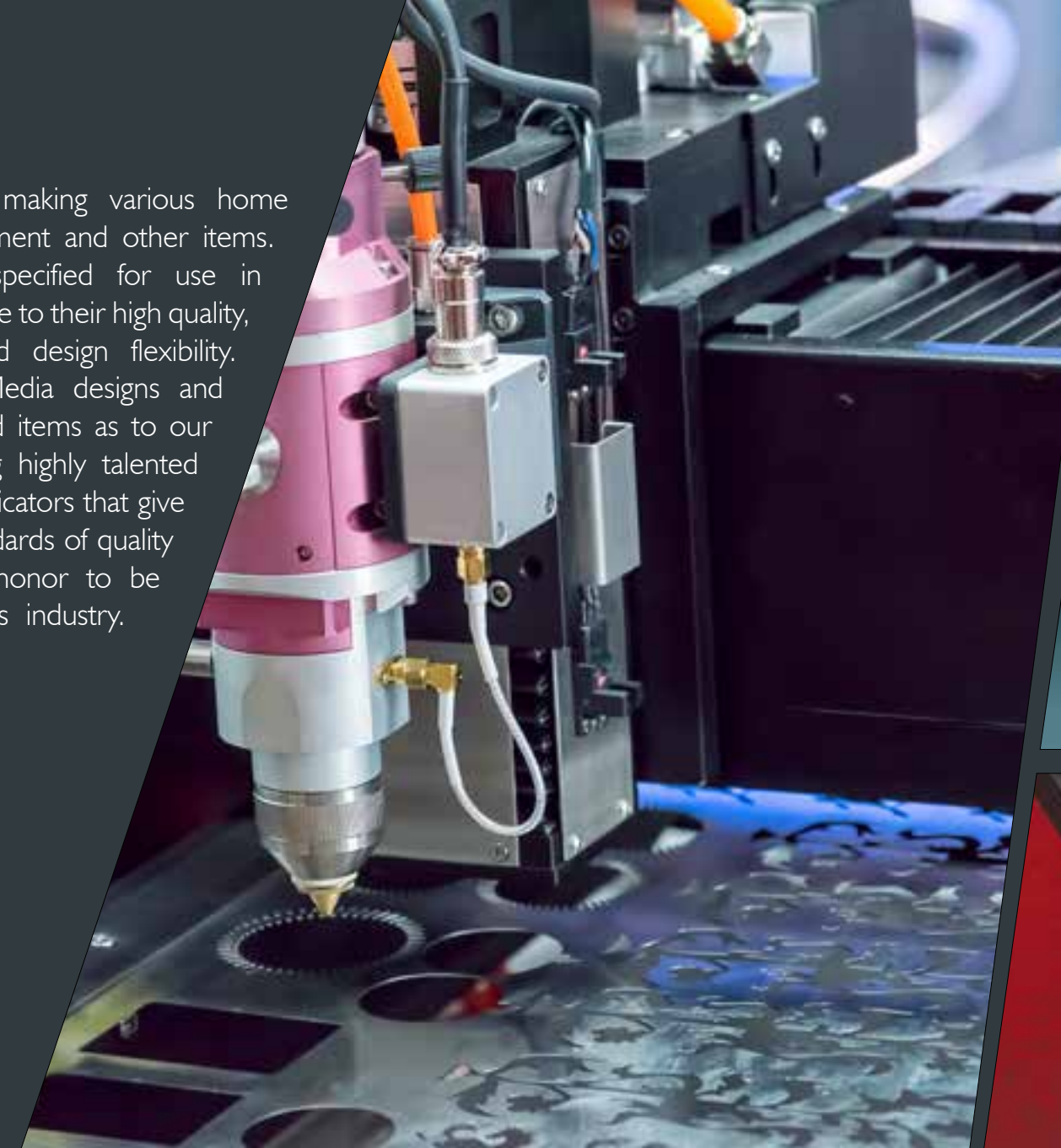


## Metal Works

Metal working involves the skills required to mark out, cut and assemble, repair and maintain steel structures. Another business line that Tarweej International Media is engaged to is that of metal works. Being a leader company, we owe a certain commitment to our clients to provide them with high quality services to meet their every expectation. Having an excellent worker with high expertise in designing is a great advantage to be successful in this field.

## Acrylic Works

Acrylics are used for making various home furnishings, office equipment and other items. Acrylic products are specified for use in thousands of products due to their high quality, ease in processing and design flexibility. Tarweej International Media designs and customizes products and items as to our clients' demands, having highly talented acrylics workers and fabricators that give our customers high standards of quality services. It is a great honor to be involved in this business industry.





# TARWEEJ

Printing Center



Hard Work Ahead...



# Indoor - Outdoor Printing

It is with great pleasure that we introduce ourselves as one of the leading Outdoor & Indoor printing firms in the U.A.E. Since our establishment in 2003, we have become a solid, and reliable full printing company based in Abu Dhabi, UAE, which serves both corporate and individual businesses, bringing cost effective printing and branding solutions to the market.

## ► Indoor Print

- Roll Up
- Pop Up
- Poster
- Sticker

## ► Outdoor Print

- Banner
- Hoarding
- Fence

## ► UV Printing Solutions

- Flat UV Printing
- Round UV
- Spot UV Printing
- UV embossing printing

- Flag & Fabric Printing
- Indoor & Outdoor Sign.
- Full car sticker wrapping.
- Digital Paper Printing.
- Promotions & Gift Items.
- Leather Items.









# Signboard & Signage

Develop brand equity by emphasizing words, graphics or symbols that are associated with the products or services offered by our business. Developing brand equity for a site includes the presentation of signage and architecture to create a unique awareness of the products or services we offer. A well designed plan for every business signage will instantly and effectively communicate the style, professionalism and overall presence of your business. Business signage will convey to people who you are, where you are and what you do.



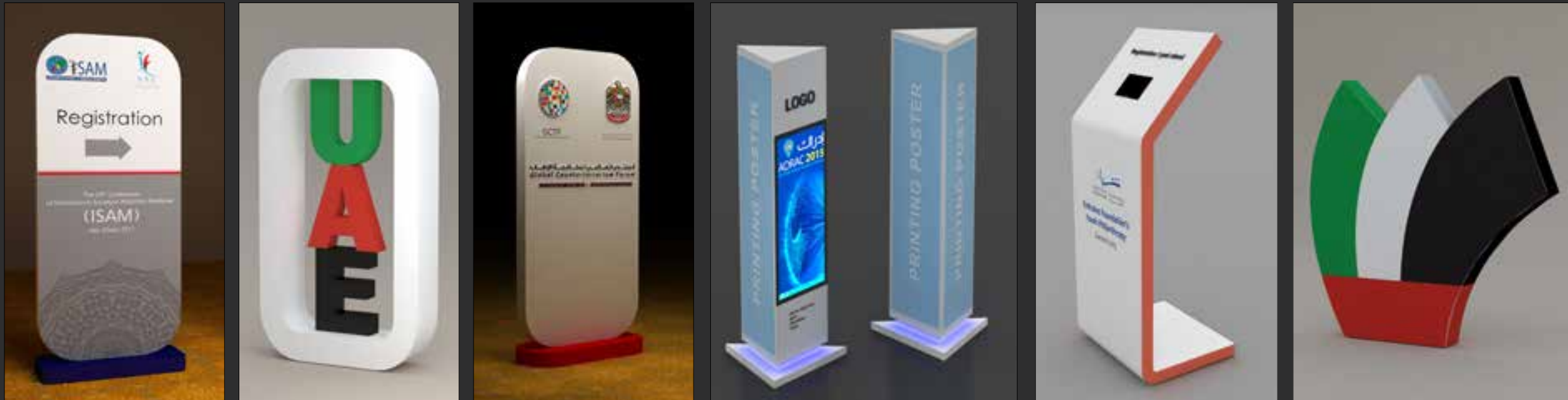




## UV Printing

UV printing doesn't have to be hard. Direct Color Systems® has mastered the art and science of UV LED ink and UV LED printing with this family of class-leading small-format UV LED inkjet printers. And with a Bulk Ink System™ standard on most models, UV LED printing need not break the bank.

When using the IRF4 inks, specifically calibrated for UVMVP F4 Editions, cracking and peeling of prints is eliminated or minimized on flexible items like leather belts, printer cables, ribbons and much more. The F4 Editions feature the same 6 ink colors in 8 channels as the standard UVMVP series printers. Users of the F4 Edition machines and IRF4 inks still maintain the industry-best print quality, speeds and capabilities like TEXTUR3D™ and EasyCyl that have made the standard UVMVP series so popular around the globe.





# Digital Printing

- Business cards
- Leaflets
- Brochures
- Folders
- Posters
- Postcards
- Magazines
- Books
- Catalogs
- Menus
- Packaging
- And More.....

Fast Print  
No Mimimum  
Order

Vareable Data  
Capability

# DIGITAL PRINTING



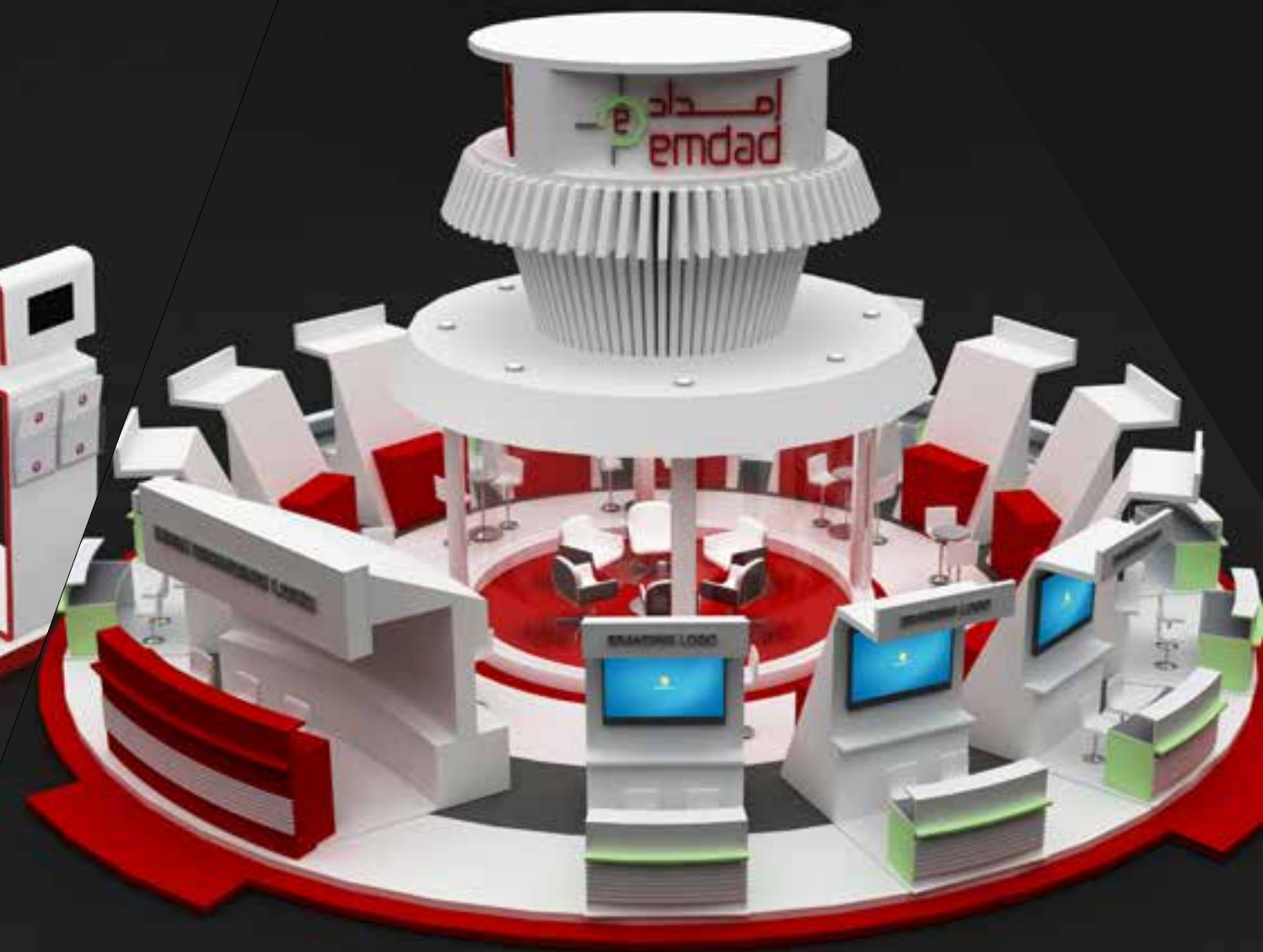
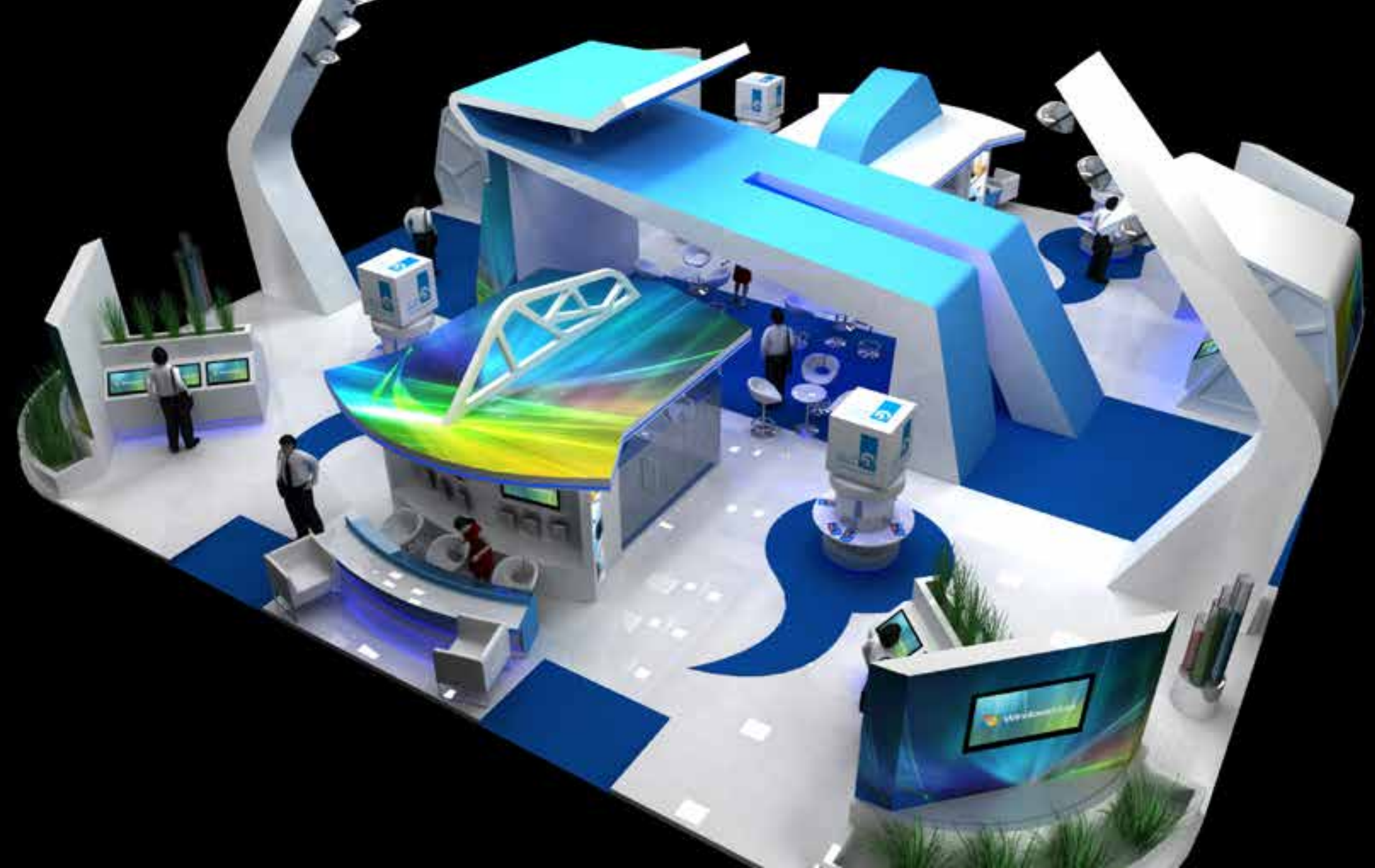


# Exhibition Stands

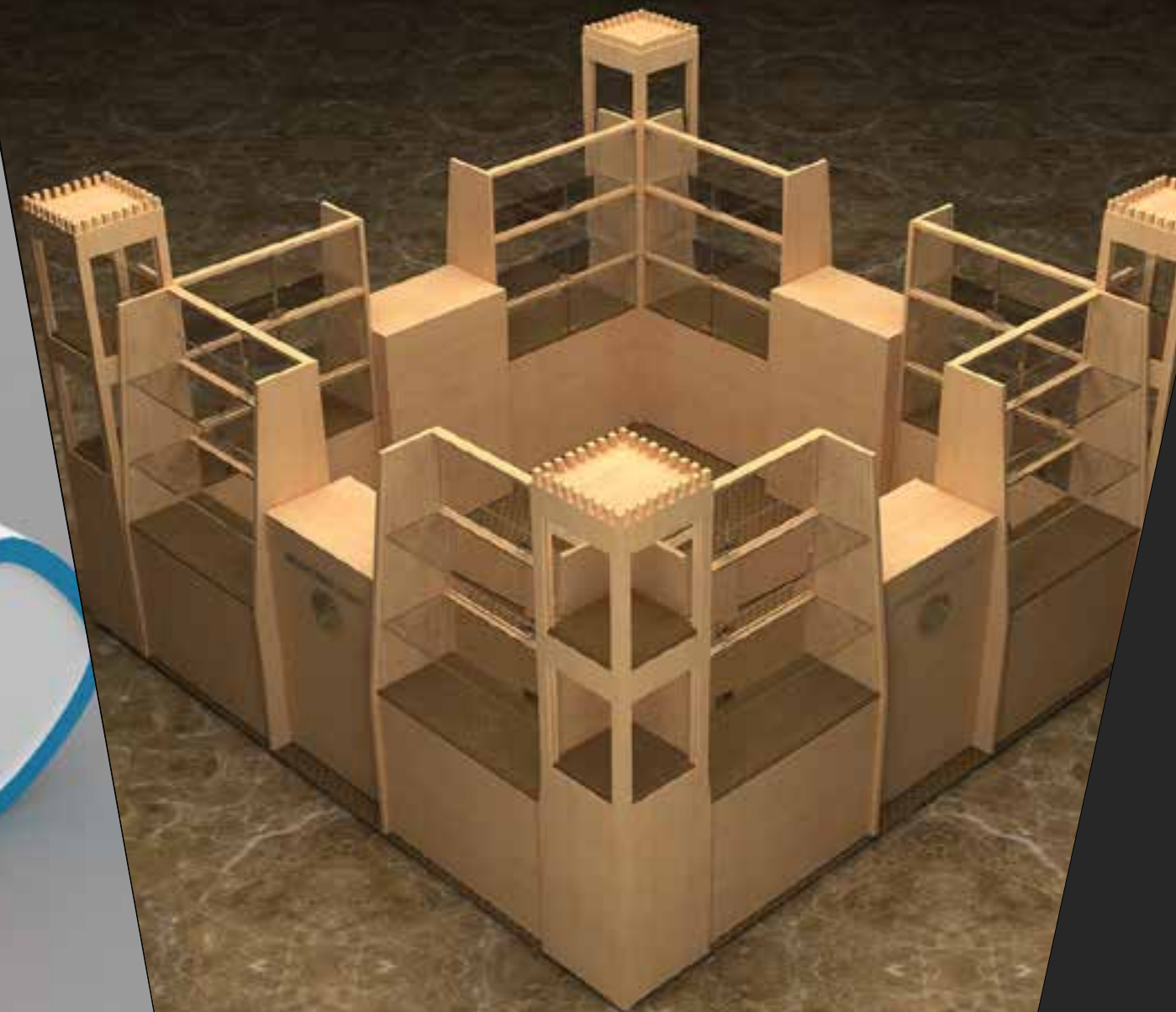
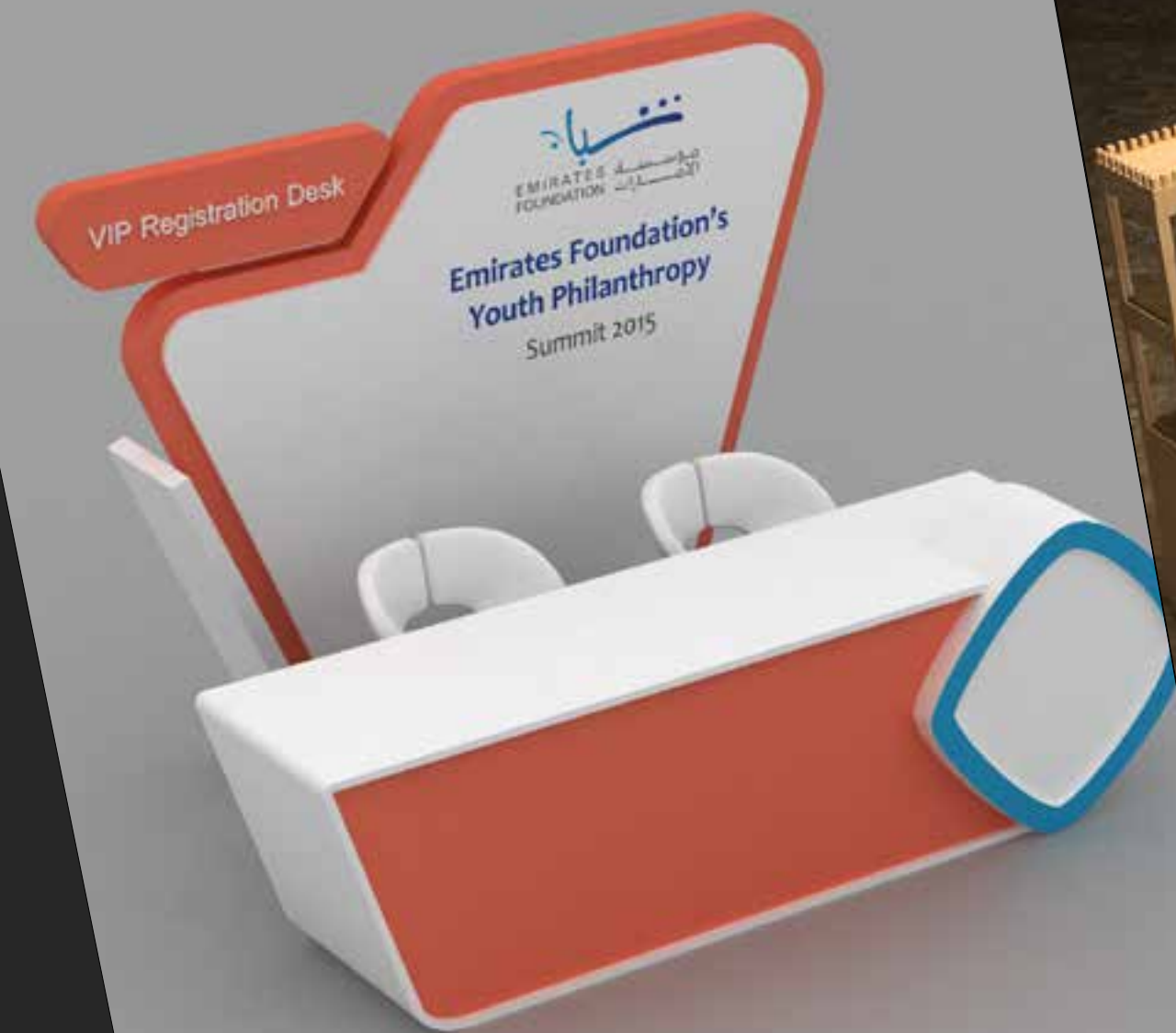
An Exhibition Stand is an incredible spot for different organizations to make associations with potential new clients. It could be anything from a wholesaler looking to discover new organizations to offer stock to, to a scent organization looking to allure different people in general with their products and services. In every circumstance the objective of exhibition stand will be the same to get the attention of possibly invested individuals with a specific end goal to make new associations and deals.



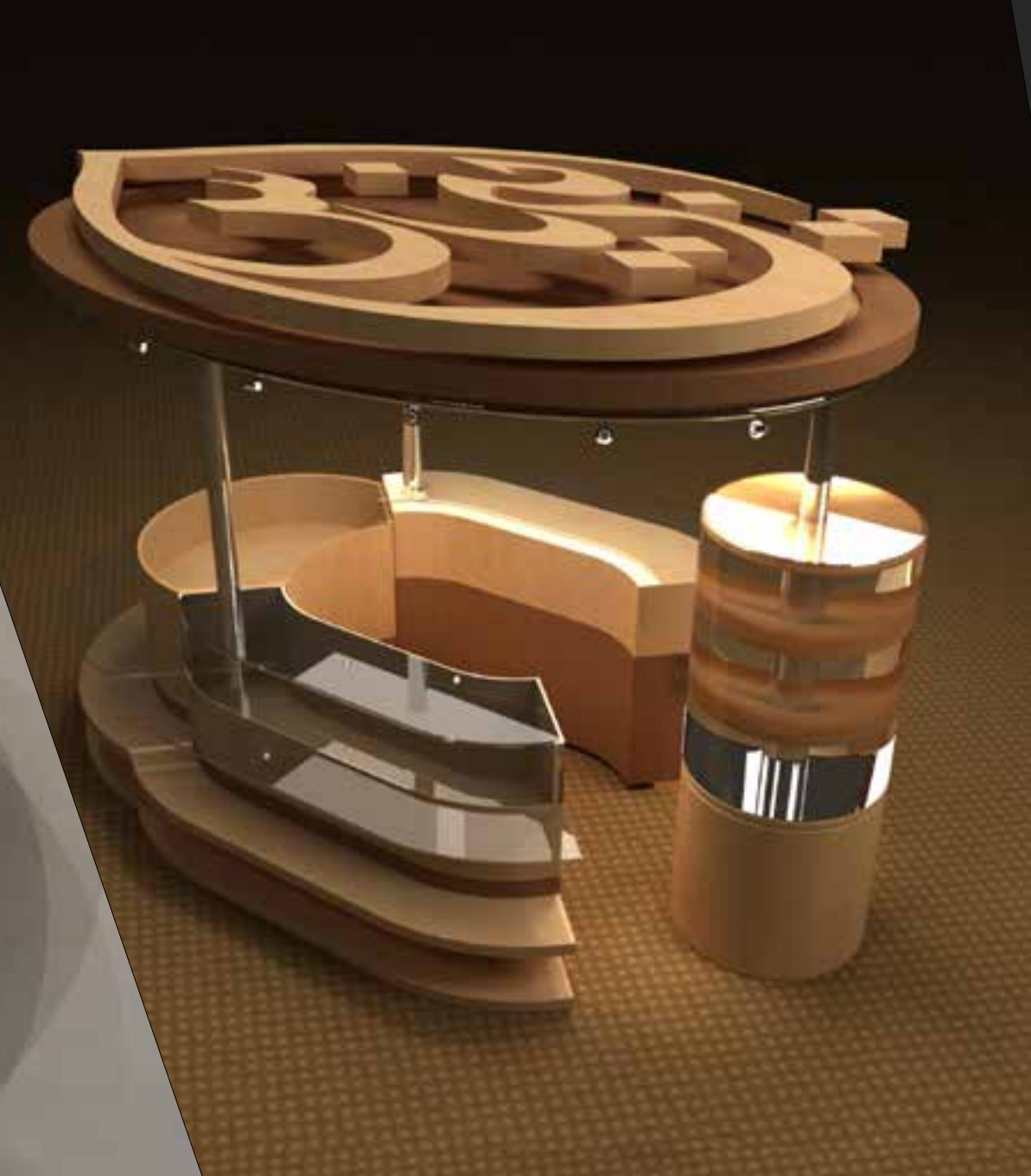




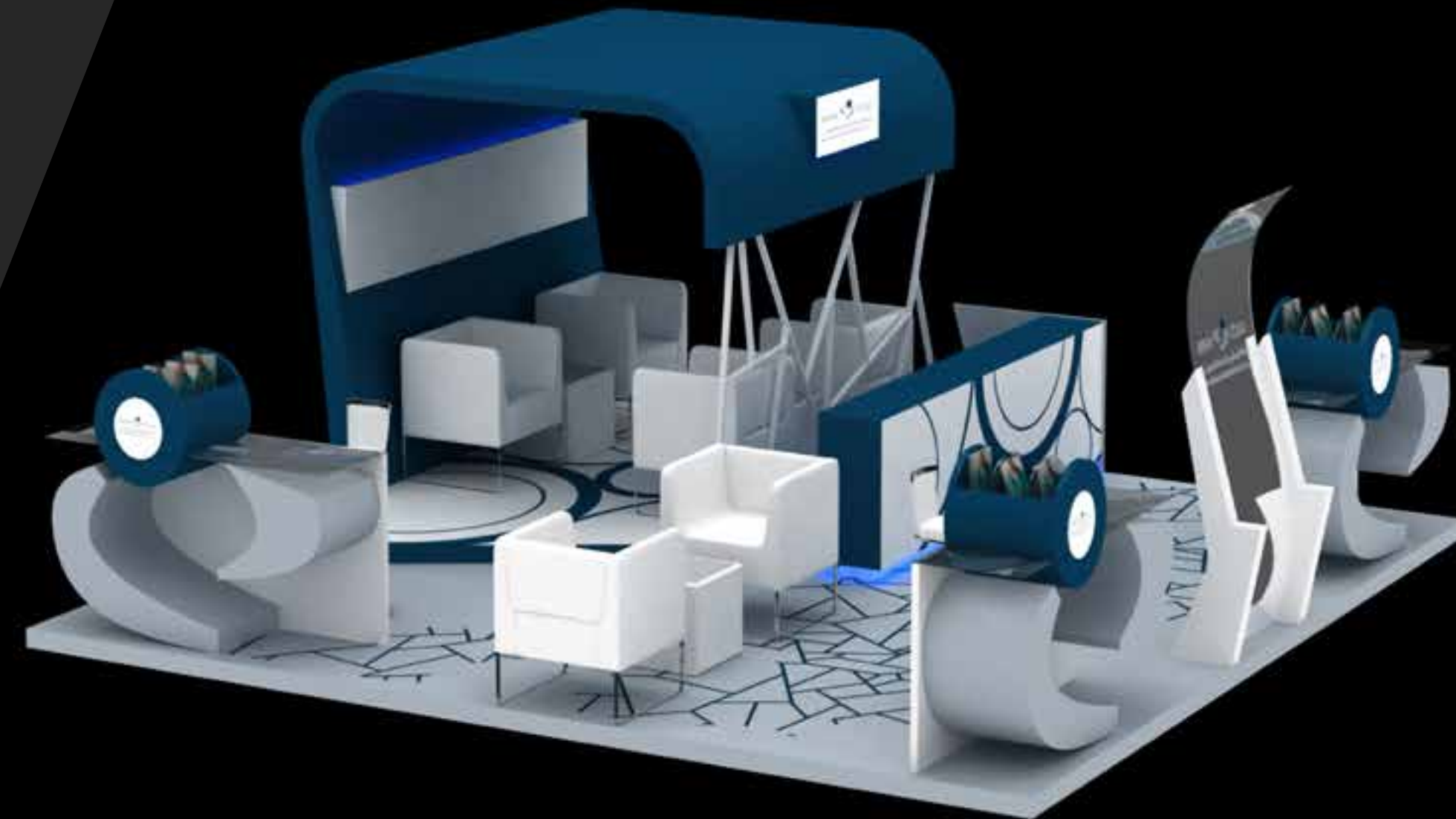




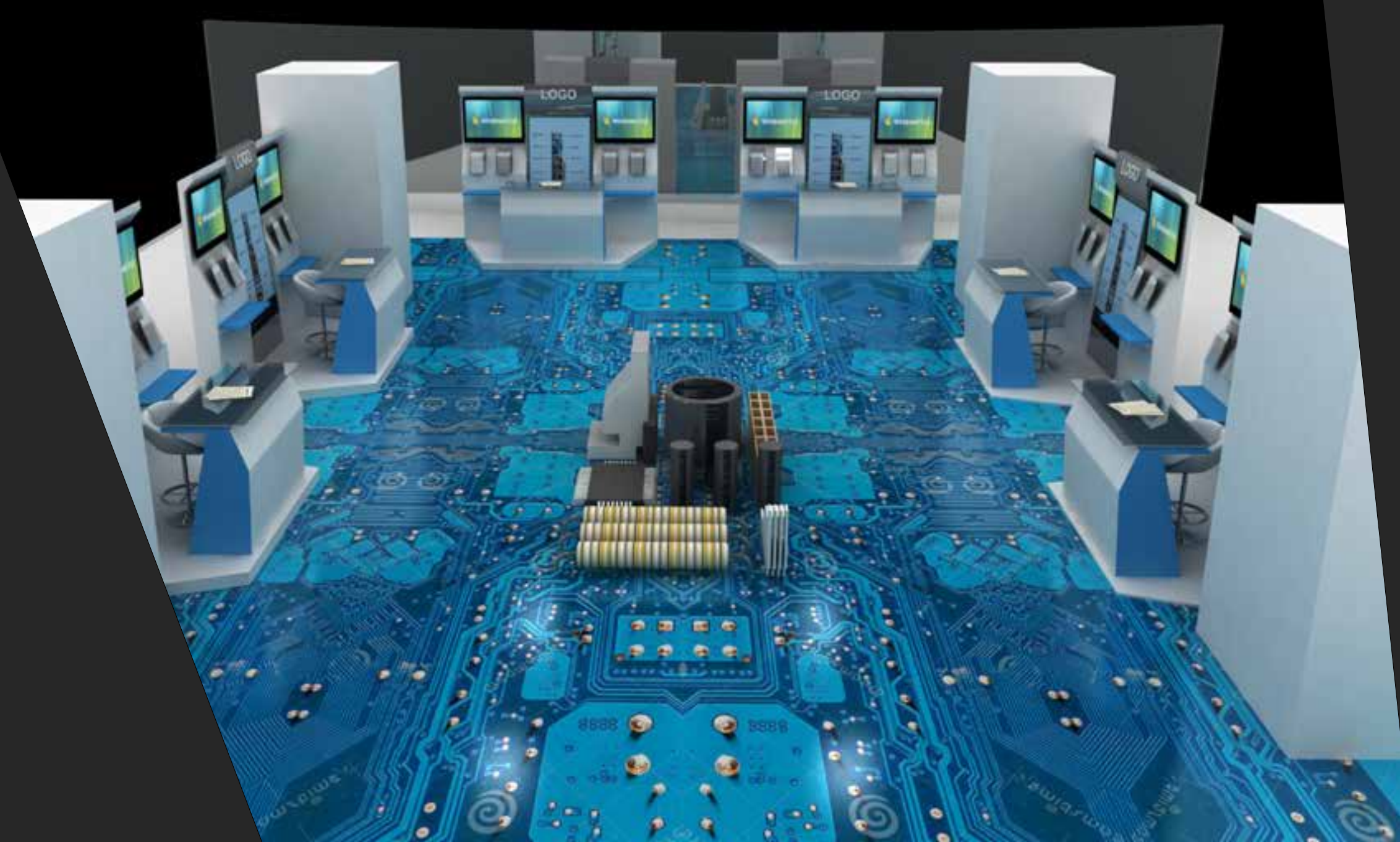














Keep in  
 **TOUCH**



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