

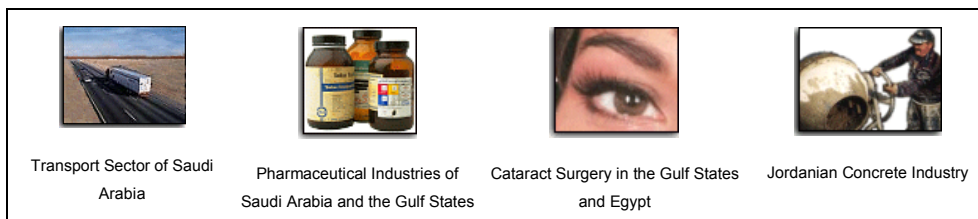
## *Introducing IPR*

In 1992, IPR set out as a business consultancy specializing in the Arab markets. The firm quickly made a name for itself, and within a year the Wall Street Journal reported that even competitors were amazed by IPR capabilities. Since then, IPR has been providing a range of services to Fortune 500 corporations, financial institutions, governments, and large NGOs, along with many of the Middle East's top executives, business owners, and investors.



*A sample of IPR clients*

IPR market research has earned a reputation for getting **reliable, actionable and precise** information on markets, industries and companies that are usually considered impossible to penetrate due to their closed and non-transparent nature. IPR constantly covers a variety of industries, such as transport, concrete, finance, pharmaceuticals, and many others. The company works in all of the countries of the Middle East and North Africa.

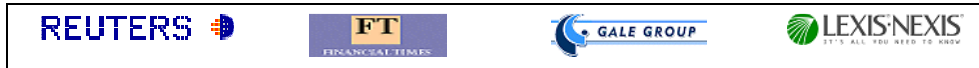


*Samples of the research IPR routinely conducts*

IPR is also frequently called upon by clients to take a "hands on" involvement, and has often taken a leadership role in developing business in the region, for example **setting up joint ventures** between international and local businesses by providing matchmaking, financing and headhunting assistance, etc.

IPR's enormous breadth of information on Middle East business and economy has led the world's top business publishers and databases to request daily business news coverage from the company. IPR has a **dedicated staff that monitors all economic and business developments**

in the region around the clock. Clients include Dow Jones/Factiva, The Financial Times, LexisNexis (the world's leading database for Lawyers and Accountants), and many other major news agencies around the world. The company's articles are also regularly quoted by Google News and various publications.



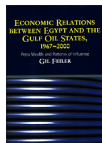
*Just some of the clients who rely on IPR's daily business information feeds*

As a result of IPR's wide-ranging work over the years, the firm has established an extensive network of personal contacts with decision-makers, officials and executives throughout the region that is unparalleled. Through these contacts IPR gains unique and in-depth insight and information.



*Dr. Feiler with King Abdullah of Jordan*

As experts in their field, IPR personnel regularly publish articles, analysis and reports in the international press, and are frequently interviewed by the media as authorities on business, economics and politics in the Middle East. The IPR team has also authored a number of books that have become vital references to doing business in the Middle East, and beyond.

			
Rethinking Business Strategy for the Middle East and North Africa. The Economist Intelligence Unit, 1997	The Middle East in the New Millennium: Economic Development and Business Law. Kluwer Law, 2000	Economic Relations between Egypt and the Gulf Oil States, 1967-2000. Sussex Press, 2003	Investing in Russia, the Ukraine, Latvia, Lithuania and Kazakhstan. Sussex Press, 2007

*Some IPR-authored books*



IPR founders and owners are Mr. **Muzi Wertheim**, a leading Israeli businessman with holdings in Coca-Cola Israel, Mizrahi Bank, and Keshet Television, and Dr. **Gil Feiler**, an internationally recognized expert on Middle East business and economics, who serves as IPR's managing Director.



Gil Feiler

Muzi Wertheim

*IPR founders and co-owners*