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## Forbes Arabia compiles list of Top 40 Arab Brands

**Press Release**

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Forbes Arabia, the Dubai-based Arabic edition of the world-renowned business magazine Forbes, will unveil its first-ever listing of the Top 40 Arab Brands in its forthcoming November issue scheduled to hit the newsstands the second week of October.

Arab companies that cater to markets throughout 19 Arab countries were eligible for the list. To identify the Top 40 Arab Brands, Forbes Arabia factored in customer perception, and how well companies adapt their brand to a changing market environment.

"With competition heating up in Arab countries, brands have become an effective way for a company to distinguish itself from competitors in terms of image and product offerings," said Sulaiman al-Hattlan, Editor-in-Chief of Forbes Arabia. "The key question for those building Arab brands is how to think globally and act locally."

"The first of its kind, the Forbes Arabia Top 40 Arab Brands list looks at companies that have created strong brands not only in Arab countries, but that are also gaining recognition worldwide," explains Al- Hattlan.

An exclusive online survey was conducted for Forbes Arabia by U.K. market research firm YouGov that drew on consumers from Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, the Palestinian Territories, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, the United Arab Emirates, and Yemen.

The Forbes Arabia research team ranked each brand by giving points to how well customers recognized, and trusted each Arab brand, and how well companies adapted their brand to a changing market environment to service their customers.

Al Jazeera ranks number one in Forbes Arabia's Top 40 Arab Brands list, followed by Emirates and Almarai. Overall, companies from eight countries made the final cut. Represented industries include media, airline, retailing, real estate development, leisure, food and beverages, and cosmetics.

### Forbes Arabia Top 40 Arab Brands

Rank	Brand	Sector	Country
1	Al Jazeera	Media	Qatar
2	Emirates	Airline & Hotels	UAE
3	Almarai	Dairy Products	KSA
4	Al Arabiya	Media	UAE
5	Afia	Food	KSA
6	Americana	Food	Kuwait
7	Burj Al Arab	Hospitality	UAE
8	Fine	Paper Products	Jordon
9	Jarir Bookstore	Retailing	KSA
10	Emaar	Real estate	UAE

11	Qatar Airways	Airline	Qatar
12	Gulf Air	Airline	Bahrain
13	Aramex	Express delivery	UAE
14	LBC	Media	Lebanon
15	Patchi	Food	Lebanon
16	Rotana	Media	KSA
17	Future Television	Media	Lebanon
18	Etihad Airways	Airline	UAE
19	Kudu	Restaurants	KSA
20	Rotana Hotels	Hospitality	UAE
21	Gandour	Food	Lebanon
22	Thuraya	Telecommunication	UAE
23	Ajmal	Perfumes	UAE
24	Al-Islami	Food	UAE
25	Kassatly Chtaura	Food and Beverages	Lebanon
26	Gulfa	Bottled Water	UAE
27	Air Arabia	Airline	UAE
28	Wataniya Telecom	Telecommunication	Kuwait
29	Mikyajy	Cosmetics	UAE
30	Nakheel	Real estate	UAE
31	Mecca Cola	Beverages	UAE
32	Milco	Food and Beverages	UAE
33	Melody	Media	Egypt
34	Al-Tazaj	Food and Beverages Restaurants	KSA

35	Fayrouz	Beverages	Egypt
36	Splash	Retailing	UAE
37	Jashanmal	Retailing	Bahrain
38	Two Apples	Tobacco	Egypt
39	Al Rawabi	Food and Beverages	UAE
40	Orascom Construction Industries	Construction	Egypt

#### **About Forbes Arabia**

*Launched in May 2004, Forbes Arabia has extended the Forbes brand of journalism across the Arab region. Building on the strengths of the world's leading business title, Forbes Arabia provides information and insights - giving Arab business executives the tools they need to compete and win in the Arab world.*

*Forbes Arabia's distinctive editorial style attracts a readership community of entrepreneurs, company owners, industry executives, and investors united by a belief in the spirit of free enterprise and entrepreneurial values. Forbes Arabia targets those affluent Arabic business professionals driving national economies, meeting constant demand for local language business information that delivers a competitive edge.*

*Covering more than 15 countries in the Arab world, Forbes Arabia has rapidly established itself as the leading Arabic language business publication serving Arab countries. Across the region, Forbes Arabia is setting the pace for preemptive business journalism. By uncovering trends and anticipating opportunities in the regional marketplace, each monthly issue brings top executives information critical to their success - and in the language they do business.*

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