

SS LOOTAH INTERNATIONAL

S.S. Lootah International, the international business arm of S. S. Lootah Group, leads the group's national, regional and global business growth in the 21st century. Over the past few years, successful joint ventures, alliances and partnerships have been forged with leading international companies across key industries. Today, S.S. Lootah international has become the name behind multi billion dollars development projects in a market that caters for over 5 billion people, stretching over Asia, Africa and Europe.

Based in Dubai, United Arab Emirates, a world-class business and leisure hub, S.S. Lootah International business philosophy reflects Dubai's dynamism through pioneering successful projects that is critical to the needs of national and regional economic development and growth. Besides being a unique business expertise and know-how exchange platforms, our ventures facilitate knowledge creation that address pressing issues and global challenges.

It's our pride at S.S. Lootah international to serve the ever growing development needs, in our region and beyond, with sustainable projects that benefit people, the economy and future generations. We will continue to take the lead with entrepreneurial initiatives, following the legacy of S.S. Lootah Group, founded and chaired by Haj Saeed Ahmed Al—Lootah in Dubai in 1956.











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# The future

belongs to those who see

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possibilities

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International Energy Group

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# international energy leg

The International Energy Group (IEG) is a strategic alliance of international companies in the energy sector. It has been forged to act as a catalyst for advanced energy technologies in the Middle East and beyond. IEG is based in Dubai, United Arab Emirates, an international business hub that enables the alliance members to reach out to a region that seeks unique advanced energy technologies to cater for its growing development needs.

IEG is committed to integrate cleaner and renewable energy sources with finite energy sources in use today, to benefit people, business and the environment. IEG is serving this critical role by introducing commercially viable advanced energy technologies and applications to industrial, business and government sectors. IEG also facilitates access to the technical know-how, expertise and skills acquired through on going projects, developed, managed and implemented around the world through its alliance members.

IEG members believe that their collaborative work will bring clean energy technologies and applications to life in the region and beyond and will improve on the overall economics and business opportunities of the global energy industry.

## Our mission

IEG is committed to promoting advanced energy technologies that enable the supply and use of commercially viable cleaner and renewable energy sources.

#### Our Goals

Our goals and strategic directions include:

#### Regional focus

- To be the leading business source on issues connected with clean energy in the Middle East and beyond.
- To foster innovation and efficient application of advanced energy technologies in the Middle East and beyond.
- To promote business opportunities for cleaner and renewable energy projects in the Middle East and beyond.

#### Policy support

- To be at the forefront in promoting innovative solutions to specific policy, regulatory or operating problems in the energy sector.
- To further the interests of local industry in cleaner and renewable energy sources.
- To enlighten the energy decision-making process.

#### Best practice

- To foster the creation of viable research and support networks that integrate business, academia, community, industry and government.
- To create a rewarding common knowledge platform to share leading-edge practices among the alliance members.

 To present the very latest developments and innovations in cleaner and renewable energy research and applications from across the world

#### Global outlook

- To build partnerships with the stakeholders of the energy sector (i.e., governments, industry, regula tors, research and technology institutes, investors and financial institutions, NGO's, etc...).
- Encourage improved education as a means of involving young people in the many facets of cleaner and renewable energy.
- To showcase the latest technologies, products and services in cleaner and renewable energy.

## IEG Partners

IEG is an alliance of independent companies working together to find solutions to a common global challenge that is clean energy to cater to today's growing energy needs. The IEG alliance will work towards identifying and forgling strategic partnerships with businesses at the global, regional and local levels to promote commercially viable advanced energy technologies towards a sustainable future.



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