



Press Release

Al-Ameri Launches First Barter Network in Middle East

- Barter Network to trade goods and services without use of cash.
- Network helps fight inflation, move stagnant stocks and save cash moneys.
- Total value of idle capital amounts to US\$9.3 trillion worldwide.

Doha – 08 March 2016:

Al-Ameri International Trading, a Qatar company specialised in developing technology products and solutions with innovation, launched today the first-of-its-kind barter network in the Middle East where member organisations and individuals will be able to trade goods and services for their equals without use of cash moneys.

The unique network, named ‘Gulf Barter (GulfBarter.com) revives the historical barter method which was the primary method of conducting business that prevailed for centuries.

The Gulf Barter Network provides one window solution for complete Barter Trade Management through web portal and responsive mobile web. However, ‘Gulf Barter’ offers a way for businesses to supplement their existing income through the process of trading their excess capacity or slow moving inventory for things they need; and help fight inflation.

Regardless of the amount of money in the economy a business owner can still make acquisitions, create more brand awareness, fund marketing campaigns, reward customers, improve staff moral and enhance their lifestyle by trading what they have for what they need.

Commenting on the launch, Fahad A.B. Al-Ameri, the company’s CEO, said: “Under this one-of-its-kind platform, barter has become a much more systematic and structured system of commerce. Modern barter and trade has advanced to become an effective method of escalating sales, saving cash and recovering value from excess or perishable production capacity. It also provides a trading platform and bookkeeping system for its members or clients to provide barter opportunities.” “Unsold appointment time, empty hotel rooms, unsold venue



passes, unfilled advertising space, rapidly depreciating stock, end-of-line items or oversupplied products all represent lost revenue which otherwise will never be recovered. These unproductive or unsold assets are known as “dead capital” and there is an estimated 9.3 trillion dollars of it world-wide,” said Al Ameri.

The company’s CEO pointed out that every business owner struggles with the excess products. “Traditionally this inventory is discounted, sold at a loss, donated or destroyed. Gulf Barter offers a new way to recover full market value for these commodities without impacting the brand or cash-paying customers. By selling “off-market” to Gulf Barter members a business retains full control over product placement and pricing. Gulf Barter matches sellers with buyers from any country, providing a new outlet to move those products,” said Fahad.

Mr. Al-Ameri also indicated that barter may also be introduced into existing contracts to recover debts i.e. when the original payment terms have failed. He drove an example saying: “A similar example can be seen in oil concession contracts, where a state grants concession rights to a particular oil company in return for a share in the oil to be extracted or the revenues.”

He concluded saying: “There are two ways to increase cash flow – reduce costs and create additional sales. Gulf Barter does both! Gulf Barter provides business owners the opportunity to acquire what they need with what they have and allows them to preserve their working capital for other needs.”

Gulf Barter is joint venture product of Al-Ameri International & Al-Rehman Technologies (ART), a leading Information and Communications Technology provider, offering state-of-the-art software development, Mobile Application Development, ERP & CRM, web development & web designing, Business Process Outsourcing (BPO), IT outsourcing and graphic designing services.

With offices located in Kingdom of Saudi, Pakistan and in the United States, ART combines vast business domain experience, technical expertise, knowledge of latest industry trends and quality-driven delivery model. ART is therefore well-positioned to offer progressive end-to-end web solutions.

Gulf Barter also creates a single database that will offer comprehensive services along with reporting of number of users, business and products details, etc. through a single login for complete services to client integrated with Facebook, Google and twitter login API.



Client users will have an intuitive interface that will help them view their applications in a user-friendly way; also the complete barter profile can be managed online for users along with company profile.

Gulf Barters brings new customers to a business, without affecting the existing cash sales already being generated by the company. This will result in an increased work-portfolio, more recommendations, improved organizational skills, higher visibility and more cash sales.

Gulf Barter lets businesses purchase advertising using their own products or services as payment instead of cash. This method reduces the overall cost. By trading in downtime or excess stock, a business owner can fund new promotional campaigns to attract cash-paying customers through their doors.

Sales generated via Gulf Barter are incremental business i.e. over and above existing cash income. Using this new income a business owner can offset existing cash overheads and upcoming expenses by purchasing using Gulf Barter instead. The net result is more income and cash savings.

Herein below a list of the key benefits, users of Gulf Barter Network can enjoy:

- 24 x 7 online Barter Trade
- Global access
- Turning your dead stock into a cash able revenue
- Alternate to typical Cash deals
- One window solution for all your barter needs
- Best Value of service, everything on a single click with a minimum subscription charges
- Extensive real-time MIS reporting and analysis
- Complete Content automation i.e. video, text, and images along with PPT
- Social Media Integration
- Better Business Decisions
- Streamline Administrative Tasks
- Great Service Becomes Automatic
- Don't play with all your toys at once, Modular approach
- More smiles, fewer embarrassments

- ENDS -



About Al Ameri International

Al-Ameri International is a Qatari based proactive and passionate company that is always striving for Qatar's & its International Partner success. It targets companies that think outside the box, with a clear goal: 'Bringing innovative companies that bridge between continents.' The Company is managed by Mr. Fahad A.B. Al-Ameri, the CEO, who enjoys a high level of International exposure and experience. As an Ambassadors Son, Fahad had the privilege of accompanying his Respected Father to the Republic of Algeria 1973-1979 & the United States of America 1980-1988. A student of Embry Riddle Aeronautical University in Daytona Beach Florida, USA with a vast and successful Career and ventures into Oil & Gas, Petrochemicals, Media, Education, Social Development & Tourism. This vast experience makes of Mr. Al Ameri an asset for many Multi National Company to set up in the State of Qatar or the Gulf Cooperation Council States.

The Company's mission is 'We take very seriously the matter of getting the very best products and solutions in the technology, innovation, oil & gas, construction, sports & media, Religion, Hospitality & Healthcare involved in Qatar's 2030 Vision & Strategic Plan.'

About Al-Rehman Technologies (ART)

AL-Rehman Technologies (ART) is a leading Information and Communications Technology provider. The company offers state-of-the-art software development, Mobile Application Development, ERP & CRM, web development & web designing, Business Process Outsourcing (BPO), IT outsourcing and graphic designing services. Combining our business domain experience, technical expertise, knowledge of latest industry trends and quality-driven delivery model, we offer progressive end-to-end web solutions. ART offices are located in Kingdom of Saudi, Pakistan and in the United States.

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